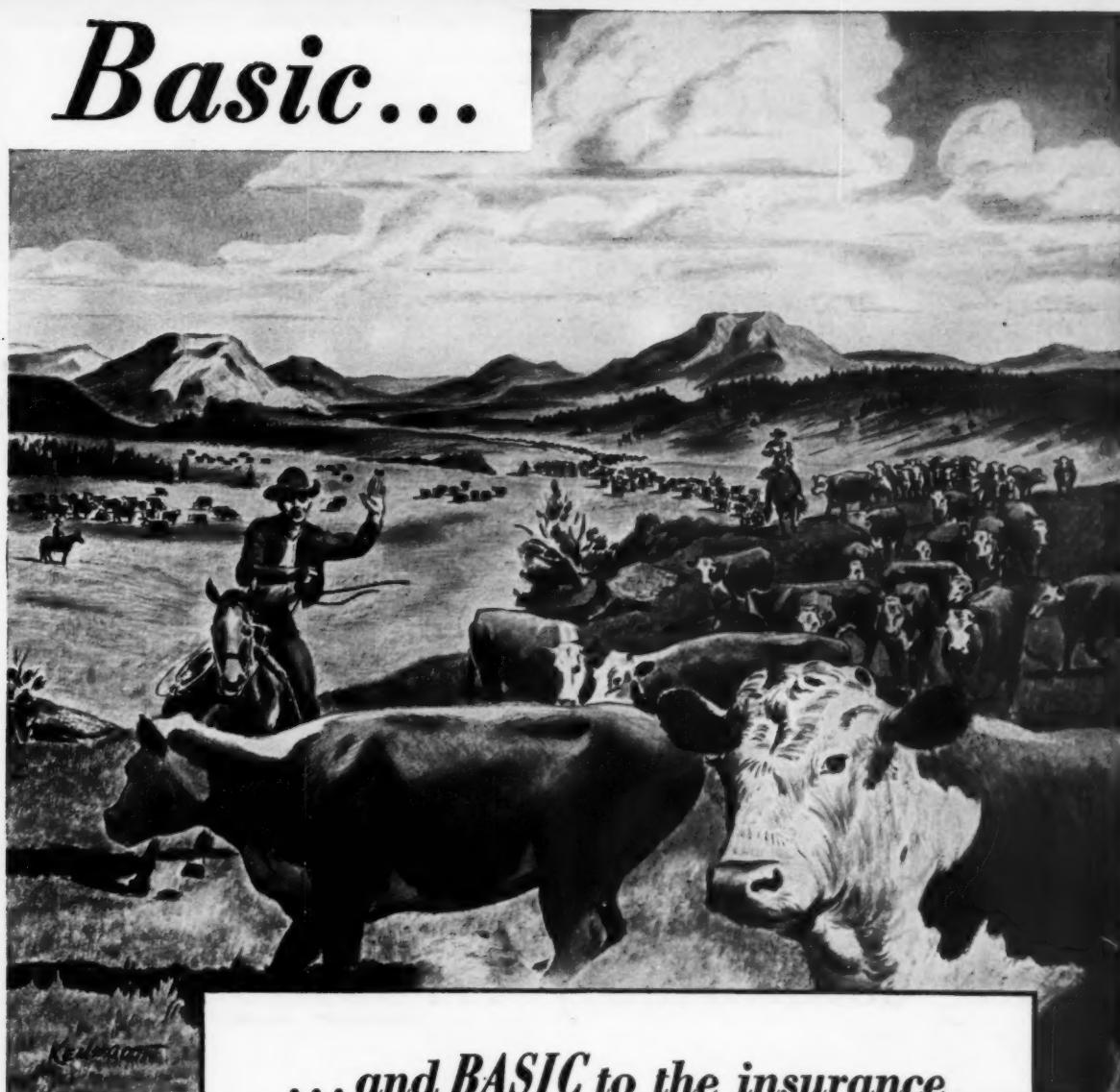


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THURSDAY, NOVEMBER 11, 1948

YOUR CLIENTS WILL REST COMFORTABLY— If you place their Insurance with America Fore

This advertisement appearing in national magazines, together with related advertising and solicitation material, will help America

Fore agents sell Accident Insurance this month. ★ ★ ★ One of the many advantages of representing America Fore Companies.



“The patient is resting comfortably”... but is he?

HOW CAN you speak of “comfort” for the victim of an accident when expenses are mounting on every side . . . when income is cut off and savings swallowed up?

The only *real* comfort in such a situation would be assurance that expenses—for doctors, nurses and hospital—are being met . . . that income is continuing . . . and that family solvency is protected beyond question.

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The America Fore Agent can tell you all about this protection. For his name call Western Union by number and ask for Operator 25—or write us at 80 Maiden Lane, New York 8, N.Y., and we will have our local agent contact you. Take this step toward positive protection for your family NOW!



Wind Deductible Explained to Allay Conn. Agents' Fears

Hatfield Named President
at 50th Annual Meeting
with 375 Attending

By DONALD J. REAP

BRIDGEPORT — Gathered here for their 50th anniversary meeting, members of Connecticut Assn. of Insurance Agents, on the day after election day, managed to emerge from the spell caused by the election upset, so as to give some attention to insurance matters. The group charged that the companies had bungled their public relations program by the way they introduced the wind deductible in New England. They became mollified, however,



W. W. Hatfield



F. W. Doremus

after a talk by Fred Doremus, secretary-manager of Eastern Underwriters Assn., in which he related in complete detail the history of the extended coverage problems of the companies and the necessity of the recent changes.

Companies to Meet With Agents

The protests of the producers were emphasized during a discussion led by David A. North, New Haven. In general they indicated complete concurrence with Massachusetts producers who had made the same charges at their meeting a week earlier. When it was learned

NEW OFFICERS ELECTED

President — William W. Hatfield, Bridgeport.
Vice-president — Paul L. Avery, Hartford.
Secretary-treasurer — Philip H. Blisa, Middletown.
State national director — Edwin S. Cowles, Hartford.

that the companies had agreed to meet with agents on the problem the group decided to let the matter ride.

President William J. Dodd, Waterbury, declined reelection for a second term, the custom in the past, stating that the growth of the association to 735 members has brought forth a wealth of executive talent. He suggested that the association adopt the plan of the national and other state associations and in that way give more members a chance for the honor and prestige of the presidency.

O. Shaw Johnson, Clarksdale, Miss., vice-president of National Assn. of In-

Washington Again Is Big Insurance Factor

By H. C. HALLAM

WASHINGTON — The political upset in the recent election means important changes in reorganization of the House and Senate of interest to the insurance industry. It also presents the possibility of far-reaching legislation, including federal regulation, national health insurance, radical social security extension, etc. If the Democratic administration and congressional leaders choose to press for action along these lines, there appears to be little in sight to prevent its consummation.

President Truman has repeatedly recommended legislation for compulsory national health insurance and for broadening and liberalizing social security. He has also asked Congress to appropriate a considerable sum for federal trade commission work in the field of insurance.

Judiciary Committee Change

Chief among organizational changes in Congress, perhaps, will be replacement next January of Republican chairmen of the Senate and House committees on the judiciary by Democrats. Senator Wiley, Wisconsin, will step down as chairman of the Senate judiciary committee in favor of Senator McCarran, Nevada. Both have been considered friendly to the insurance industry. McCarran, who chaired the judiciary committee during the latter days of the fight over anti-trust law moratorium legislation as successor to the late Senator Van Nuys, Indiana, sponsored the measure which eventually became public law 15.

On the House side, Rep. Michener, Michigan, will be replaced as judiciary committee chairman by Rep. Emanuel Celler, New York, who for some time, has been ranking minority member of that body.

Under Senate reorganization the possibility is presented that Senator O'Mahoney, Wyoming Democrat, who spearheaded opposition to the original anti-trust moratorium proposal, may return to the judiciary committee, where he had served as member of a subcommittee on insurance legislation. O'Mahoney went off the judiciary committee when the Republicans organized the Senate nearly two years ago, as result of a general rule limiting minority Senators to two committee assignments. O'Mahoney then got placed on the committee on appropriations and on interior and insular affairs. Under the congressional reorganization law enacted a few years ago Senators may be limited to places on three standing committees. That would leave the way open for O'Mahoney to take on one more.

State Regulation Scrutinized

Analyzing the general situation, however, insurance observers doubt that return of Democratic control over Congress will mean prospect of immediate legislation amending or strengthening PL 15, so far as increased federal regulation of the industry is concerned. It is pointed out that that law was passed by the 79th Congress, which was controlled by a Democratic majority, and to a large extent the same leadership will prevail in the 81st Congress, coming in January.

However, it is expected that Congress will watch with interest the progress of state regulation of insurance. Senator McCarran inaugurated a survey and study on this subject some two years ago, conducted by members of his staff and that of the judiciary committee. It has resulted in obtaining a mass of material about state laws, regulation and administration.

Until opportunity is given to see what the states do since lapse of the moratorium, from an administrative standpoint, how and to what extent they carry out regulation of the industry, it

is doubted that there will be much demand for federal regulatory legislation. Such a period of, say a year or two, observers believe, would also afford opportunity to see what the Department of Justice and federal trade commission do about insurance.

FTC Appointments

The department has limited personnel handling matters relating to insurance. The Democrats will continue to control both the department and FTC. On the latter, the impending resignation of Republican member Robert Freer and the expired term of Commissioner Garland Ferguson, Democrat, will call for two appointments by President Truman to FTC. Ferguson is reported wanting reappointment.

Justice and FTC officials, if not the same as they have been, are expected to be like-minded with respect to insurance matters and are expected to continue their present policies toward the industry. FTC is surveying the situation with respect to state activities concerning mail order companies, with a view to a possible trade practice conference for that group. Such a conference, coupled with conference between FTC and representatives of state commissioners, it is believed, might result in suggestions of further legislation on mail order operations.

However, industry observers say they believe there is no necessity for more federal legislation on that subject. It is pointed out the Postoffice Department has authority over fraudulent insurance operations conducted through the mails, while FTC has jurisdiction over unfair trade practices, unfair methods of competition and false and deceptive practices, including advertising.

Watch Budget Item

It is under that power that FTC is surveying the mail order situation. President Truman last winter asked for \$100,000 for FTC to work on insurance matters. He got \$10,000, which was limited to mail order matters. Whether he will ask for more money for FTC activities regarding insurance remains to be disclosed by the new budget for the fiscal year beginning July 1, 1949, which will not be released until January.

If the President wants more money for FTC-insurance matters, it is believed he would have a good chance of getting it, in view of congressional control by his party. However, it is doubted that FTC could have done much more up to date than it has, even if it had gotten the \$100,000, which was requested for study and analyses of state insurance laws and regulations, though the study might have been speeded up through employment of more personnel on the task.

Industry observers further claim that state commissioners can control and regulate mail order companies' activities even outside their respective state boundaries. Commissioner Kavanagh of Colorado reportedly claims he can control Colorado mail order companies' operations outside that state by imposing certain requirements upon them and can protect Colorado citizens against the solicitation of outside insurers by gaining

(CONTINUED ON PAGE 12)

Several State Commissioners Will Be Replaced

Changes Forecast in
Ill., Indiana, Ohio, and
Tennessee

Although there are to be changes in the gubernatorial office in many states as a result of the Nov. 2 balloting, relatively few immediate changes in the ranks of the insurance commissioners seem to be imminent. In some states, notably Connecticut and Michigan, where a Democrat replaces a Republican as governor, the terms of the insurance commissioners are so staggered that the incumbents—Allyn of Connecticut and Forbes of Michigan—are entitled to remain in office until 1951. This is a rather odd circumstance since Forbes is vice-president of National Assn. of Insurance Commissioners and is in line to be elevated to the presidency next year, and Allyn is chairman of the executive committee and would normally become vice-president in 1949 and president of N.A.I.C. in 1950.

The president of N.A.I.C., J. Edwin Larson of Florida, occupies the elective office of state treasurer and his term runs until 1951 also.

The commissioners who, it appears, will be displaced in short order are W. Lee Shieff of Ohio, John D. Pearson of Indiana, Nellis Parkinson of Illinois and J. M. McCormack of Tennessee. In Illinois, Indiana and Ohio a Democratic governor was elected in place of a Republican. In each state there is a former insurance commissioner who served under Democratic regime and, naturally, the possibility is seen that one or more of these men may be brought back into office. In Ohio there is Walter Dressel, who is now associate counsel of Motorists Mutual of Columbus, and who was insurance commissioner under Lausche's former administration. In Indiana there is F. J. Viehmann, who was insurance commissioner when Schricker was previously in office, and in Illinois there is Ernest Palmer, who served under a Democratic governor and who was extremely active in the campaign for Adlai Stevenson, the Democrat, who has now been elected Illinois governor. Something of a boom has already been started, however, for one of the most prominent of Chicago's life insurance general agents, who is a Democrat and has been extremely active in organization and legislative affairs.

In Tennessee J. M. McCormack, who has been a "wheel horse" in the N.A.I.C. and is a former president, is destined for return to private life since his support went to the gubernatorial candidate who was eliminated in the primaries.

William A. Sullivan of the state of Washington and John J. Holmes of Montana now emerge as the forever and ever twins. Their offices are elective and they started getting elected in 1932 and have now each been elected to a fifth term.

CHANGE FORECAST IN OHIO

COLUMBUS—As a result of the election of Frank J. Lausche as governor, Ohio will have a new superintendent of insurance and a new state fire marshal the first of the year, together with a

(CONTINUED ON PAGE 26)

Expense Reporting Problems Solved, Morrill Asserts

Accountants Told of Progress Made on Technical Questions

NEW YORK—On uniform accounting, the industry is most concerned about the national outlook, the machinery to be employed by the New York department in administering regulation 30, and the degree of compliance and extent of refinement in expense accounting which the department will expect.

Thomas C. Morrill, deputy New York superintendent, told Insurance Accountants Assn. here Tuesday that much progress had been made toward amending the annual statement blanks to enable the carriers subject to regulation 30 to report their expense figures in the same manner as maintained in accordance with the regulation. A subcommittee of the commissioners' blanks committee has devised a new disbursements page for the stock and mutual fire, miscellaneous and reciprocal blanks, made necessary adjustments in other portions of the blanks, drafted a full multiple line insurance expense exhibit, modified regulation 30 to serve nationally as instructions for the expense portions of the annual statements and the expense exhibit, and asked that a special meeting of the blanks committee be held during the December meeting of National Assn. of Insurance Commissioners to take final action on its report.

Technical Problems Solved

Thus the major technical problems in coordinating the statement blanks and the uniform accounting program have been solved, Mr. Morrill said. The blanks committee in December will make it possible for everyone to have notice before the new calendar year as to the national requirements in 1949 for expense reporting.

Though regulation 30 applies with the force of law only to carriers operating in New York, national adoption of the rules as statement blank instructions would apply to all carriers with whatever force is provided by the laws of the states in which they are licensed.

In New York the administrative program for regulation 30 will be carried out by a new uniform accounting bureau whose personnel reflects insurance experience, accounting and cost accounting knowledge, Mr. Morrill said. The bureau will be the central authority for all interpretations which the New York accounting rules may require. It will receive and review the expense reports of the companies, and investigate, by correspondence or in the field, any apparent misapplication or misunderstanding of the rules which the reports may reveal. The bureau will participate in the regular departmental examinations of insurers, to check observance of the rules and to stimulate the exercise of sound judgment in the choice of allocation procedures and in job analysis. The bureau will furnish a central authority for gathering, correlating and disseminating information on cost allocation techniques.

Based on Activity

The perplexing variations in departmental organization from company to company, which were found reflected in accounting practices, precluded establishment of allocation rules on the departmental basis; that is, on the basis

(CONTINUED ON PAGE 19)

International Assn. of Fire Chiefs Meets at Miami

The use of radio in fire department operations is one of the most pressing problems facing fire chiefs, Chief Frank C. McAuliffe of the Chicago fire patrol said in his address as president of International Assn. of Fire Chiefs at the annual meeting this week at Miami. Chief McAuliffe pointed out that fire chiefs have been prone to rely on outside agencies to solve the problems in radio communications, and he said that I.A.F.C. must educate the chiefs on all phases of radio communications so that they can maintain independent control of these operations within their departments.

Chief McAuliffe's address was devoted chiefly to plans for overhauling the association and setting it up on a more businesslike basis. He mentioned that membership is at a record high and indications point to a continual growth.

Several insurance speakers took a prominent part in the program, among them being A. H. Gent, chief engineer of Illinois Inspection Bureau; Elmer F. Reske, manager of Cook County Inspection Bureau, and W. W. Hamilton, manager of Illinois Assn. of Insurance Agents, who said that a "relentless campaign of education" is necessary to supplement legislation in the field of fire protection. He pointed out that existing legislation is largely inadequate, but even the good laws are difficult to enforce.

Changes in construction and industry makes the devising of fire and building regulations difficult and it has been nearly impossible to keep abreast of new hazards as they arise.

Mr. Hamilton suggested a simplification of existing codes and introduction of new ones in areas where none are in effect.

Outline Insurance Plans for Credit Men's Group

The insurance committee of National Assn. of Credit Men has outlined an extensive program for 1948-49. Frank C. Knapp, Endicott-Johnson Corp., is chairman. The insurance vice-chairmen are T. Alfred Fleming, National Board; A. L. Carr, National Surety, and David Q. Cohen, Assn. of Casualty & Surety Companies.

The program contemplates a series of articles for Credit & Financial Management magazine, bulletins on various phases of insurance which would be made available to managers of local credit associations for distribution to members and prospects, and development of a speakers' bureau among insurance company executives, field representatives, and producers.

Other plans include recommendations that each local association have one meeting a year devoted to insurance or that insurance be made part of the local's educational course; insurance committee would make available its facilities to the credit men's legislative committee on legislation affecting members' financial interest in insurance; offering to obtain a speaker for the general convention on insurance; possibly developing a dictionary of insurance terms with brief explanations, and possibly developing an efficient credit system that could be used by an agency for prompt collection of insurance premiums.

Ahnberg Now Manager

Ernest A. Ahnberg has been named manager of the inland marine department of Boston.

Mr. Ahnberg attended Rhode Island State College and started with Providence Washington. Eventually he specialized in inland marine insurance. During the late war he served with the army in Europe. After the war he returned to Providence Washington and in 1946 went with Boston as assistant to the manager of the western marine department at Chicago. Later, he was brought back to the inland marine department of the home office.

Vote No Changes in N. E. Deductible

New England Fire Insurance Rating Organization decided to make no changes in the windstorm deductible at a meeting which followed a joint conference with agents' representatives, it is understood. Agents all over New England have protested the way the extended coverage for \$50 deductible was introduced, centering their criticism more on the methods used to introduce the new form rather than on the reasons for it.

Except for a decision to change the 300% penalty for no coinsurance the rules remain the same. There was no change made in the methods, rates, or in the additional premium to be charged for removing the deductible.

Donald C. Bowersock, president of Boston, headed the committee which met with the producers. Although the action taken by the rating organization does not seem to have complied fully with the agents' requests, the explanations made at the Massachusetts and Connecticut agents' meetings helped to assuage the tempers of the agents on most of the problems that were brought out. Company officials, assured that they would not be quoted, readily admitted that a poor public and agency relations job was done in introducing the new forms. The agents who charged that the job was bungled expressed hope that similar blunders would not be repeated.

Statisticians Confer on National Board Reporting

Company statisticians, who must begin gathering earned premiums and losses incurred figures for the actuarial bureau of National Board within six weeks, met at Atlantic City two days to iron out their problems. About 150 company representatives attended from 181 member companies.

The actuarial bureau, statistical agent for 37 states and three territories in the collection and reporting of the new data, will start receiving the figures on 1949 experience about April 1, 1950. Major problem for the board is to have the figures prepared in a uniform manner by all companies.

L. A. Vincent, assistant to the general manager of the board, was chairman of the conference, at which members of the actuarial bureau staff presented suggestions on how to prepare the figures and eliminate errors. Among subjects discussed were how to report premiums and losses, including those policies written at other than manual rates.

Mr. Vincent was assisted by Dr. J. H. Finnegan, statistician, B. C. Potter, accountant, both of the board, and by L. J. Wolfe and W. M. Corcoran, of the consulting actuarial firm of Wolfe, Corcoran & Linder, with whose advice the statistical plan was formulated.

Advance School Risk Plan

EAST ST. LOUIS, ILL.—Plans for a centralized and non-political insurance administration for the East St. Louis school district and its \$5 million worth of insurance moved forward last week.

A three-man school board committee was named to meet and cooperate with the East St. Louis Insurance Bureau, which proposed the new plan. Max G. Ziebold is president of the bureau.

The insurance plan would be handled without a contract with the bureau on a "gentleman's agreement." The plan could be discontinued immediately if any clique within the bureau managed to get control of the insurance. It was pointed out that the school district presently carries some 1,800 insurance policies.

J. B. Ragon, Jr., Chattanooga local agent, has been reelected to the state senate.

Choice for New Illinois Director in Surmise Stage

Following the Democratic triumph in Illinois, insurance people have been engaging in considerable surmise about new possibilities for insurance director of the state. Ernest Palmer, former manager of the Chicago Board, former Illinois insurance director, and who now divides his time between law practice at Springfield, and as general counsel for the Warner reciprocal organization at Chicago, was one of the most influential workers in the campaign of Adlai Stevenson for governor. Hence there has been much conjecture as to whether Mr. Palmer might not be returned to office as insurance director, succeeding Nellis Parkinson. It seems certain that Mr. Palmer will occupy an important place in the Democratic administration in Illinois but patronage decisions, it is said, will be made on a rather closely organized basis with Chicago regular Democrats having a large voice and there is much question whether he will turn up in the insurance spot.

May Head Liquidations

Harry Hershey of Taylorville, who was attorney for the bureau of liquidations of the Illinois insurance department under Gov. Horner, has also been in the forefront in the Stevenson campaign and he is a possibility to return to the liquidations post, taking the place of Ferre Watkins. This is regarded as the choicest position in the state government from a financial standpoint. There has been some talk that Mr. Palmer might receive this appointment.

Paul Powell, local agent of Vienna, and who was minority leader of the house, was another strong worker for Stevenson. He is likely choice for speaker of the house.

Much interest will be taken in the naming of the chairman of the insurance committee of the house, now that it is in the hands of the Democrats. Ben Rhodes of Bloomington, the Republican chairman, will be out. There is said to be much sentiment developing in favor of John J. Gorman, who in private life is vice-president of the George Herrmann & Co. agency of Chicago. He is a veteran legislator and a well-grounded insurance man.

The Illinois senate is still Republican and hence Arthur Bidwill of Chicago will probably continue as chairman of its insurance committee.

Hermon D. Smith, executive vice-president of Marsh & McLennan, was one of the prominent Chicagoans who was leader in the Stevenson campaign.

N. J. Tax Issue

Under a ruling by the New Jersey supreme court last July, holding that the federal law does not permit local personal property taxation of government bonds held in capital and surplus accounts, several insurers filed appeals with the Essex County (Newark) tax board asking for reductions totalling more than \$5 million in personal property assessments. Insurers and the reductions they sought are American, \$2,555,700; Firemen's, \$1,711,269; Commercial Casualty, \$651,700; Bankers Indemnity, \$300,000.

The decision of the tax board was without prejudice, pending action of the state supreme court. City officials indicated that if the ruling were extended to life companies, the city would lose an additional \$4,500,000 in assessments. Life companies now are taxed under a 1945 act based on a percentage of free surplus, less the value of New Jersey real estate.

50th Anniversary Dinner

The Insurance Brokers Assn. of New York will hold its 50th anniversary dinner Dec. 8 at the Hotel Astor, New York.

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For 137 years, the Hartford has grown steadily in experience, in dependability, in *breadth of service*.

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A CHALLENGE TO EVERY AMERICAN

\$692,635,000 and nearly 12,000 lives . . . last year's toll taken by red, raging fire. Help stamp it out! Work with groups in your community. And don't forget to clear out fire hazards in your own home.



STREET SCENE . . . U. S. A.

Makes you shudder, doesn't it? But if every motorist would remember this picture . . . and vow to keep out of it . . . the grim and growing auto accident rate would soon come down!

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Mass. Legislative Proposals Made

Commissioner Harrington of Massachusetts, in his recommendations to the legislature, strongly counsels repeal of the standard fire policy law of the state which has prescribed the exact wording of all contracts since 1873. Instead he favors a minimum standards law that would be akin to the requirements for automobile insurance and life insurance.

Except for out-of-date "voidances" the present provisions of the standard fire policy would remain in the law but insurers would not be required to follow the wording verbatim. They could use similar provisions stated in terms more favorable to the insured, Mr. Harrington said.

Such a change, Mr. Harrington contended, would eliminate the necessity for many endorsements and riders that are now necessary in policy writing. He went on to say that the present standard policy law is commonly violated in the handling of interstate business.

Mr. Harrington also recommended enactment of what is known as the uniform unlicensed insurers act directed

at the activities of mail order companies.

Mr. Harrington said there is further need for legislation in the state if Massachusetts is to keep federal agencies, particularly federal trade commission, from interfering with insurance.

It is expected that federal trade commission will assume jurisdiction and provide supervisory procedure in any area not regulated by state law, Mr. Harrington stated. It is possible that the adequacy and effectiveness of the regulation may likewise be scrutinized by FTC.

Effective state supervision demands that inflexible laws be amended, he said. The standard fire insurance policy law presents interstate and intra-state problems that require attention now.

Many Obsolete Provisions

The standard policy law dating back to 1873, contains many provisions that are obsolete and the insurance companies modify and change these by means of endorsements and riders. This results in the issuance of a cumbersome document, one under which it is exceedingly difficult for an assured to determine his coverage rights and obligations.

Statutes and regulatory practices, he

said, should not impose upon the public and the insurance business unnecessary burdens.

The provisions that would stay in the law in their present form under Mr. Harrington's proposal are the insuring clause, war risk exclusions, requirements in case of a loss, apportionment, mortgage and cancellation clauses and the provision for arbitration of amount of loss.

The most important change would be elimination of obsolete provisions from the voidance clause. The present clause of 16 lines would be reduced to read: "This policy shall be void if any material fact or circumstance stated in writing has not been fairly represented by the insured."

Among the voidances to be discarded are: Other insurance, removal of property, vacancy, night operation of factories, storage of gun powder, camphine, benzine, naptha and filling of oil stoves by the light of the moon or lantern.

The mail order insurance law that Mr. Harrington favors is the one that would give the Massachusetts commissioner authority to supervise in other states the activities of a Massachusetts mail order insurer provided those other states have adopted the same law.

Dave Barrett as a Prophet

Under date of Oct. 13 David F. Barrett, veteran news correspondent at St. Louis of THE NATIONAL UNDERWRITER and former publicity director for American Life Convention, wrote a chatty letter to the editor, touching on some doings at St. Louis, the world series and politics.

Following the election, we took another look at this letter and decided Mr. Barrett is entitled to some public recognition for the suspicions that he entertained and expressed therein of the validity of the polls. He wrote on Oct. 13:

"What do you think about the screwy polls on the presidential election? Personally, they don't make sense. Gallup, for instance, would have Dewey sweeping the country with Dewey at the same time losing Missouri, Minnesota, Arizona and New Mexico and only running neck and neck in Colorado. The rest of them are as bad. It would seem to me, of course, that Dewey does appear to be sitting pretty, but there are a lot of angles that the amateur poll takers are overlooking. Also some of their percentages for Wallace look cockeyed. Perhaps on Nov. 2 a lot of those loud shouting Wallace backers may not really vote for him. Labor certainly is going down the line for Truman, since the business agents know what will happen to them, otherwise. The basic factors and important elements are such Dewey certainly isn't a 1 to 15 shot; 9 to 10 or 2 to 3 would be more like it. This may be the year to end all polls. Which, in itself would be truly wonderful. Charley Hughes lost by his whiskers back in 1916. Tom Dewey could miss out by his mustache in 1948."

Richardson, Gebbard Are Advanced in N. Y. by Royal

William J. Richardson, superintendent of the New York metropolitan automobile department of Royal-Liverpool, has been appointed assistant manager of the metropolitan department of the fire companies, replacing John J. Cunningham, who now heads the general cover department.

Mr. Richardson joined Globe Indemnity in 1936 as automobile underwriter, and was made head of its metropolitan automobile department in 1938. When Eagle, Globe and Royal metropolitan automobile departments were consolidated in 1947, he was appointed superintendent.

Henry B. Gebhard succeeds Mr. Richardson as superintendent of the metropolitan automobile department. Mr. Gebhard started with Eagle Indemnity in 1927 and in 1938 was named superintendent of the metropolitan automobile department. Upon consolidation of the three departments he was appointed Mr. Richardson's assistant. During the war he served in the army quartermaster corps.

Combats Over-Insurance

NASHVILLE—As his department is receiving an increasing number of complaints involving over-insurance, Commissioner McCormack, in a special bulletin to all local agents in the state, offers the cooperation and assistance of his department and personnel throughout the state in determining the maximum insurable value of any piece of property and also in weeding out applicants "with questionable character" who might have criminal intent in seeking over-insurance and which might result in arson.

Big Okla. Cottonseed Loss

A cottonseed warehouse at Frederick, Okla., including 100 tons of cottonseed was burned Nov. 5. The building was owned by Chickasha Cotton Oil Co. An early estimate placed loss at \$250,000, including conveyor and cleaning machinery.



Looking Back... and AHEAD! One hundred years ago The Liverpool & London & Globe Insurance Company Ltd. was just getting started in the United States—in a few rooms at 56 Wall Street and with a personnel consisting of two men, Alfred Pell (the L & L & G's first authorized agent in the United States) and one clerk. Today the Company can point to service offices countrywide, staffed with experienced personnel, and a nation-wide network of capable field men who have been thoroughly trained in the Company's Educational School.

These established facilities and the planned activities which are gradually taking shape will serve as a constant reminder that the L & L & G keeps looking ahead and molding its services to keep pace with ever-changing times.

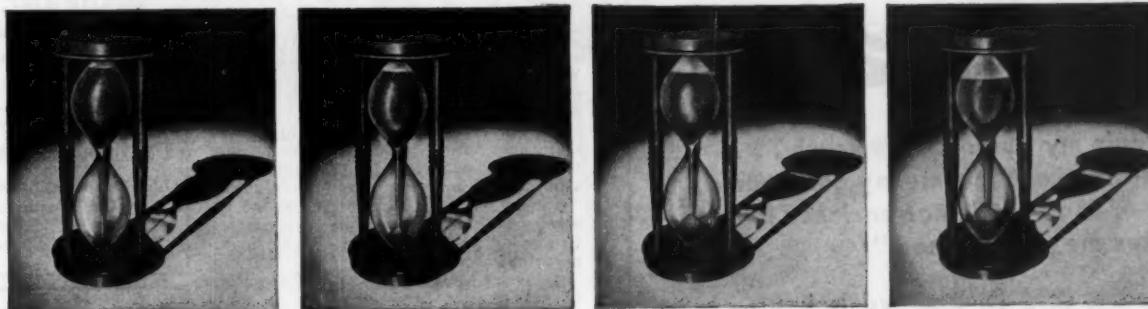
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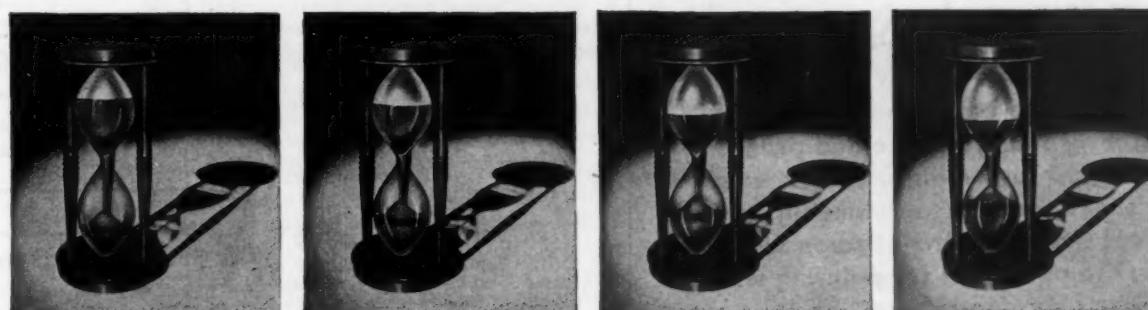


100 Years in the United States

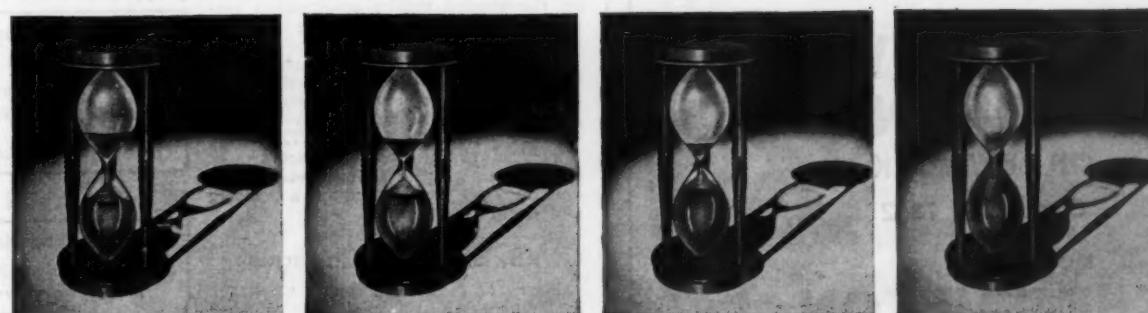
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MECHANICS AND TRADERS INSURANCE COMPANY

FRANKLIN NATIONAL INSURANCE COMPANY OF NEW YORK
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MEMBER THE ASSOCIATED AVIATION UNDERWRITERS

The Value of a Good Name

*"Who steals my purse steals trash . . .
But he that filches from me my good name
Robs me of that which not enriches him,
And makes me poor indeed."*

Shakespeare said it, and we believe he would have made an outstanding insurance agent. For in insurance the value of a good name cannot be overestimated. There is no easy way to acquire a good name. No amount of money can buy the confidence and good will it inspires. A good name can be earned only by years of consistently sound service and prompt payment of all just claims. In view of Hanover's and Fulton's outstanding record we feel that the Bard of Avon would be the first to pardon us for pointing with pride to our own good name.



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Insurance Exchange Building, Chicago 4, Ill.**

**PACIFIC COAST DEPT.
340 Pine Street, San Francisco 4, Cal.**

Ten Promoted in Western Field by Aetna Fire

A number of changes in field personnel have been made in the western department of Aetna Fire.

J. George Peterson, Wayne county manager, is promoted to general agent and assumes executive duties at Chicago.

State Agent Robert A. Wieber, who has been servicing northern Wisconsin and the upper peninsula of Michigan, will succeed to the position of Wayne county manager succeeding Mr. Peterson.

Carl W. Swazee has been appointed state agent for northern Wisconsin and will make his headquarters in Wausau.

LeRoy H. Stoehr, state agent in western Michigan, has been promoted to agency supervisor in the western department at Chicago.

John L. Mowatt, Jr., special agent in Cleveland, has been advanced to state agent replacing Mr. Stoehr at Grand Rapids.

F. W. Mountain, special agent at Indianapolis, has been promoted to automobile superintendent at Chicago.

William J. Cato, Jr., has been appointed special agent in Nebraska, succeeding Jesse Benson, who recently resigned to enter a local agency. Mr. Cato will be associated with H. W. Lindquist, state agent.

In the marine field, W. Neale Wycoff, special agent, has been advanced to marine superintendent in Wayne county, Mich., and Robert J. Smith, associated with Mr. Wycoff, is now special agent in Nebraska.

U. S. Tort Claims Issue

American Mutual Liability and the James Healing Co. of Jersey City have filed suit in the chancery division of New Jersey superior court to collect \$2,079 from Anthony Pecoraro, longshoreman. The insurer paid Pecoraro that much in compensation, and then Pecoraro made a settlement of \$3,000 in federal court under the tort claims act, on the ground that a government employee's negligence caused the accident in which he was injured.

The insurer and employer urged that the New Jersey W. C. law provides that the amount paid Pecoraro becomes a lien against him if he receives compensation from another source. The court issued an order directing Pecoraro to show cause why he should not pay the amount into court pending a hearing and decision.

G.A.B. Southern Changes

Harry E. Howard, adjuster in charge at Winchester, Va., for General Adjustment Bureau, has been transferred to Goldsboro, N. C., as adjuster in charge, succeeding C. E. Ives, who has been transferred to Birmingham, Ala., at his own request.

Mr. Howard has been with G.A.B. since 1941 and Mr. Ives joined in 1936. Robert G. Trezevant, manager at Tampa, Fla., for G.A.B., has been transferred to St. Petersburg as manager, and Rens S. Stratton, St. Petersburg manager, has been transferred to Tampa replacing Mr. Trezevant.

Mr. Trezevant has been with G.A.B. since 1930 and Mr. Stratton has been with the firm for several years in the southwestern and southeastern departments.

Grand Rapids Safety Talk

GRAND RAPIDS—Maxwell Halsey, Lansing, executive secretary Michigan state safety commission, who addressed Grand Rapids Assn. of Insurance Agents, estimated that adequate training of high school drivers would cut accidents in that age group by 50%. He urged the agents to mobilize public support for safety programs.

WHERE TO PLACE YOUR BUSINESS

A guide or directory of responsible and adequately equipped local agents. These offices have nation-wide facilities for handling your out-of-state business.

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CRITCHELL - MILLER INSURANCE AGENCY

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Detroit Insurance Agency

G. W. Carter, Pres.
H. L. Newman, Vice-Pres.
Louis J. Lopper, Sec.-Treas.
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Cole Management Co.

INSURANCE MANAGERS
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service"

Oklahoma . . . rich in mineral resources such as petroleum, natural gas, zinc, coal and gypsum; prolific in the production of wheat, broomcorn, mung beans, pecans, sorghum, alfalfa, peanuts and cotton; outstanding in the manufacture of aircraft, petroleum products, food specialties, glassware and paints. Oklahoma . . . the only State in the Union with five capitals, each representing one of the Five Civilized Tribes, who in the early 19th century maintained governments with executive, judicial and legislative departments. Oklahoma . . . native State of Will Rogers and Sequoyah, inventor of the Cherokee alphabet. Oklahoma . . . calling the visitor to see herds of Herefords and Angus cattle, petrified wood quarries, the world's largest artillery training center at Fort Sill, Alabaster Caverns, Old Fort Gibson, Boiling Springs, Robbers' Cave, Devil's Den, wild life refuges. Oklahoma . . . rich in natural resources where great opportunities are afforded progressive insurance agents.

OKLAHOMA
1907



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MANAGER



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WESTCHESTER FIRE INSURANCE CO.	Organized 1837	THE BRITISH AMERICA ASSURANCE CO., U. S. Branch Incorporated 1833
THE ALLEMANIA FIRE INSURANCE CO. of Pittsburgh	Organized 1868	SOUTHERN FIRE INSURANCE CO., Durham, N. C. . . Incorporated 1923

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New Zealand Names Three in Pacific Coast Changes

New Zealand and South British have promoted Milton K. Sjogren to resident agency superintendent in charge of the southern California office supervising southern California and Arizona.

Mr. Sjogren has been with New Zealand for 32 years, being appointed special agent for southern California in 1925.

Robert Gerughty has been named special agent associated with Mr. Sjogren in the southern California office. Mr. Gerughty began his insurance career with New Zealand in 1938. He was a lieutenant in the army during the war.

New Zealand and South British have appointed Carl M. Main as underwriting supervisor in the fire department and office manager at the U. S. head office at San Francisco.

Mr. Main began his insurance career as an office boy with New Zealand in 1926. He served in the armed forces for three years during the last war.

"Old Guard" Annual Rally

The annual dinner for members of the "Old Guard" of America Fore was held Nov. 9 at the Hotel Pennsylvania. The dinner was followed by entertainment. Featured speakers were Chairman Bernard M. Culver and President Frank A. Christensen.

Arrangements were in charge of Henry Keck, assistant secretary, chairman of the "Old Guard." Charles L. Newmiller, vice-president, presided as toastmaster.

The "Old Guard" is composed of employees who have 25 years or more of service with the companies. National membership now is 878. The New York chapter has a membership of 469.

McIlwain at East St. Louis

EAST ST. LOUIS, ILL.—Lawrence McIlwain, St. Louis manager of Great American, spoke on "The Personal Property Floater" at a luncheon meeting of East St. Louis Insurance Bureau. Mr. McIlwain formerly was with Illinois Inspection Bureau and has been in his present position since 1942. His territory includes St. Louis and southern Illinois. He stressed the important features of this coverage and the facts that agents and brokers should know and remember in writing and servicing this kind of insurance for their clients.

STOCKS

By H. W. Cornelius, Bacon, Whipple & Co., 135 So. LaSalle St., Chicago

Nov. 8, 1948

	Div.	Bld	Asked
Aetna Casualty	3.00	76	79
Aetna Fire	1.30*	47	48 1/2
Aetna Life	2.10	50	52
American Alliance	1.00*	20 1/2	21 1/2
American Auto	1.20	41	Bld
American Casualty	.80	9	10
American (N. J.)	.70	16	17
American Surety	.50	62	64
Boston (New)	2.40	58 1/2	60
Camden Fire	1.00	19	20
Continental Casualty	2.00*	53	54
Fire Association	2.50	55	58
Fireman's Fund (New)	2.60	74	75 1/2
Firemen's (N. J.)	.50	13 3/4	14 1/2
Glens Falls	1.60	44	45
Globe & Republic	.50	9	10
Great Amer. Fire	1.20*	30	31 1/2
Hanover Fire	1.20	29	30
Hartford Fire	2.50*	116	118
Homes (N. Y.)	1.30	27 1/2	28 1/2
Ins. Co. of North Am.	3.00	103	105
Maryland Casualty	13 1/2	14 1/2	
Mass. Bonding	1.60	26 1/2	28
MERCHANTS FIRE, N. Y.	1.15*	26 1/2	28 1/2
National Casualty	1.25*	26	27
National Fire	2.00	45	47
New Amsterdam Cas.	1.20	27 1/2	28 1/2
New Hampshire	2.00	42	43 1/2
North River	1.00*	23	24
Ohio Casualty	.80	46	Bld
Phoenix Conn.	2.00*	82	84
Preferred Accident	3 3/4	4 1/4	
Prov. Wash.	1.40*	31 1/2	32 1/2
St. Paul F. & M.	2.25*	76	79
Security, Conn.	1.40	28	29
Springfield F. & M.	1.90	41 1/2	42 1/2
Standard Accident	1.45	30	31
Travelers	18.00	615	625
U. S. F. & G.	2.00*	46	48
U. S. Fire	2.00	55	57

*Includes extras.

So. Illinois Adjusters Elect

Lloyd O. Hill, manager at Carbondale for Western Adjustment, was elected president of the Southern Illinois Claim Claim Adjusters Assn. at the annual meeting at Illinois Country Club near Benton. Other officers elected were: Guy D. Reed, Crum & Forster, vice-president, and G. W. Brehm, Lynch Adjustment Co., secretary-treasurer.

Reelect at Indianapolis

Indianapolis Insurance Board has reelected H. J. Spier president for the coming year; M. K. Pruyn, vice-president, and J. W. Stickney, secretary.

New directors are John Mead, E. F. Trimpe and J. E. Ransel.

Aetna Increases Employee Benefits

Increased benefits for employees under a new hospitalization and surgical expense program have been announced by Aetna group. Participation has been extended to all full-time employees of the companies and their families in the United States and Canada.

The policy will be issued by Century

Indemnity and will supersede the present policy next January 1. Under the new plan both hospitalization and surgical benefits are provided for. Amounts payable for operations and illnesses have

been increased. More than half the expense will be borne by the companies.

Ohio Cities Boost Cover

The city council at Oberlin, O., has increased by \$250,000 the city's insurance coverage, bringing the total to \$441,500. Additional insurance amounting to \$375,000 has been placed with 13 agencies at Fremont, O., bringing the total coverage on school buildings up to \$1,314,500.

G. A. Rohlfing, assistant personnel manager of Aluminum Ore Co., East St. Louis, addressed St. Louis Blue Goose Monday.

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Dependable Insurance Since 1863

For over 85 years Fireman's Fund has been ably represented by the Hometown Agent, guardian of property values in every community in the land. Today over 11,000 of them are franchised to write insurance in the companies of the Fireman's Fund Group. ★ Fireman's Fund is proud to be known by these local business men who represent them—proud of the part they play in community affairs... proud of the time-proven "Enterprise System" they have come to symbolize. We believe their independence—their initiative—best equips them to sell "the right to feel secure" that goes with all Fireman's Fund policies.

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WESTERN NATIONAL INDEMNITY COMPANY

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I.U.B. Changes Name and Drops All Rating Functions

John R. Dumont to Retire; McCarl New Secretary—Manager

NEW YORK—Interstate Underwriters Board at a special meeting Nov. 9, voted to change its name to Multiple Location Service Office and drop its rating functions by amending the constitution to clarify the section dealing with its objects by adding the following:

"Nothing herein contained shall be construed as authorizing the office to engage in the making of rates, or to adopt and apply rating plans, or otherwise to perform functions ordinarily performed in rating bureaus."

At the same time announcement was made of the retirement of the organization's secretary-manager, John R. Dumont, effective June 1, 1949. Mr. Dumont will be on leave, beginning Dec. 1, 1948, until his retirement. T. D. McCarl was appointed secretary-manager effective June 1, 1949 and will serve as associate secretary-manager beginning Dec. 1.

The board also approved a new plan of activities and services it will perform on behalf of its member and subscriber companies, which outlines in connection the services to be rendered in connection with the various forms of coverage.

Services to be performed include:

On Form No. 1 not previously rated by the rating bureau or bureaus it will receive appointment of broker letters and statements of locations and values and file copies with each rating bureau involved for use in making average rates for the state.

On Form No. 1 previously rated by the rating bureau or bureaus it will prepare statements showing the average of the monthly values reported by the insured and submitted by the company and file copies with each rating bureau involved for their use in making average renewal rates for the state.

On Form No. 1 make earned premium computations from value reports and rates shown in policy and furnish to interested member and subscriber companies.

On Form No. 5 and class floater (both

new and renewal) it will receive appointment of broker letters and statements of locations and values and file copies with each rating bureau involved for use in making average rates for the state.

Collect the published average rates and classification codes and furnish to each interested member and subscriber. Except class floater, it will collect the specific rates and classification codes for each individual location and upon request furnish each interested member or subscriber a list of such information.

Submit modifications in forms desired by interested member and subscriber companies to each rating bureau involved and advise those companies of the disposition by each rating bureau.

Furnish member and subscriber companies at interest with pre-coded monthly report blanks which they can supply the insured.

Furnish necessary data to interested members and subscribers to assist them in complying with stamping (auditing) requirements (if any) in individual states or furnish stamping bureaus with data they require for stamping.

Collect and compile statistics in connection with multiple location reporting, floater and automatic pick-up forms.

Supervise and furnish data necessary to make verification of values from the insured's records by approved auditors on Form No. 1 accounts.

The office shall perform the following services on policies using Interstate form A:

Collect published specific rates and classification codes for individual locations from rating bureaus and furnish each member and subscriber company at interest with a list of such information.

Make earned premium computations from value reports and rates shown in policy and furnish to interested member and subscriber companies.

Submit modifications in forms desired by interested member and subscriber companies to each rating bureau involved and advise those companies of the disposition by each rating bureau.

Furnish member and subscriber companies at interest with pre-coded monthly report blanks which they can supply the insured.

Furnish necessary data to interested members and subscribers to assist them in complying with stamping (auditing) requirements (if any) in individual states or furnish stamping bureaus with data they require for stamping.

Collect and compile statistics in connection with multiple location reporting, floater and automatic pick-up forms.

Supervise and furnish data necessary to make verification of values from the insured's records by approved auditors on Form A accounts.

The office shall maintain a research sub-committee, to act in an advisory capacity to study and make recommendations regarding reporting, floater and automatic pick-up rules and forms and trade practices, to promote efficiency and economy.

Position Reversed

At last week's hearing on multiple location risks called by the New York department, Attorney Abraham Kaplan, representing New York Fire Insurance Rating Organization, indicated that the companies had reversed the position they took at the Philadelphia meeting of National Assn. of Insurance Commissioners. He said that the industry does not now believe that multiple location risks are a separate class of business, and also that there is doubt in the industry that the Robinson-Patman act applies to it.

The Robinson-Patman act and the Supreme Court's decision in the Morton Salt case, have been used by the New York department as one argument for inquiry into the situation, and it was also referred to in the department's announcement of its study of term discounts. The department, however, has ample authority under the statutes to investigate the business under its regulatory powers and does not need to prove the applicability of the act to the business.

Penalties Are Not Sought

In his introductory remarks, Deputy Superintendent Walter F. Martineau commented that the hearing had been scheduled to enable the department to get all of the facts concerning the I.U.B. situation and the department had no intention of penalizing the rating organizations. His remarks indicated that the department plans a much broader and more thorough study of interstate rating than had been anticipated.

The industry has come out for the system of averaging specific rates in various locations, a system which the New York department has described as

20 years behind the times.

In speaking for the industry, Mr. Kaplan stated that the I.U.B. business is not a separate class, but a hybrid of several classifications. He also questioned the department's authority to conduct the hearing but was overruled by Mr. Martineau. Superintendent Dineen's special assistant, Roy C. McCullough, submitted 10 exhibits including the 1941 examination of the I.U.B., and various letters from rating bureaus, as well as reports of the N.A.I.C. committee on rates and rating organizations.

The hearing is being continued this week.

It is learned from several fire insurers that the department is investigating their handling of multiple location risks. Representatives of the department also are looking into the handling of term business and the use of renewal certificates in the fire field, both with companies and with agencies.

Profit Hearing Postponed

The New York department hearing on the 1921 profit formula for fire companies has been postponed from Nov. 15-17 to Dec. 1-3.

National Fire Names Walther

J. J. Walther has been appointed state agent in the Pacific northwest by National Fire. He will have headquarters in the Wilcox building, Portland, handling Oregon, southern Idaho and southern Washington.

H. K. Dickinson, who just recently retired as assistant western manager of Fire Association, is starting off by motor this week for Ft. Lauderdale, Fla., where he expects to remain at least through January.

Edward L. Dunn, Milwaukee local agent, and Charles E. Myers, formerly casualty special agent for the Loyalty group, have formed a partnership there as Dunn-Myers Agency.

J. W. DeCessna, Ohio state agent of Royal, has been quite ill in a posit at Columbus, but is reported much improved. He was to be released from the hospital this week.

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Increased international trade and travel demand up-to-the-minute insurance. Appleton & Cox, Inc., marine specialists for over 75 years, offers complete world-wide underwriting, claim and service facilities.



Appleton & Cox, Inc.

MARINE INSURANCE WORLD WIDE

111 John Street, New York 7, New York

BRANCHES IN PRINCIPAL CITIES

Hint E. J. Brach Loss to Reach \$4 Million

The "Factory Mutual Record" in its summary of losses for September includes a figure of \$4,024,000 under the heading "explosions." This is believed to be almost entirely the E. J. Brach Candy loss at Chicago. Earlier unofficial estimates had been somewhat lower. It is said the property loss may amount to about \$1½ million and the rest is U. & O. including ordinary payroll. The loss came just as the factory was approaching its busiest season.

Ohio Field Activities

COLUMBUS—At the meeting of Ohio Fire Underwriters Assn. here Tuesday H. W. Rollins, Old Colony, was named a member of executive committee to take the place of H. N. Coldwell of Security of Connecticut, who died recently. Committees were named to prepare memorials on Mr. Coldwell, B. T. Duffey, and Eldon Markel of Home.

New members are: William Frenzenberg, Commercial Union, Cincinnati; Henry Pence, American, Dayton, and John A. Coombs, Royal, Cleveland. Registrations were received from John L. Howett, transferred to Grand Rapids; E. A. Madema, Automobile, now with Marsh & McLennan, Boston, and F. J. Gunther, Home.

Allen C. Guy, regional supervisor of Western Adjustment, spoke on "The Adjuster's Part in Public Relations."

At the meeting of Stock Fire Insurance Speakers Assn. of Ohio a grade school fire prevention skit was put on with Wilbur R. Sparks, Globe & Rutgers, taking the leading part.

The Blue Goose will give a dinner dance here Dec. 6.

III. Short Course Plans

Illinois Assn. of Insurance Agents will hold the fourth session of its short course Nov. 16-20 at the University of Illinois branch at Galesburg.

Accident and health will be covered by B. K. Holliday, director of training of Continental Casualty, and E. Rasmussen, chief A. & H. adjuster of Continental. McClung Smith, assistant manager of Travelers, will lead the bonding course with E. J. Moroney, superintendent of the bond department of U.S.F.&G. Walter F. Kuffel, Kuffel, Egert agency, Chicago, will be in charge of the sessions on regulation and insurance laws.

Discuss Assigned Risk Plan

LOS ANGELES—Casualty Insurance Assn. of Southern California discussed informally automobile insurance, the assigned risk plan and the rate situation. George T. Conklin, secretary of Automobile Insurance Assn. of Southern California and a member of the governing board of the assigned risk plan, talked on the plan and its operations.

Dunn Now General Agent

LOS ANGELES—E. W. Dunn has resigned as vice-president of Guarantee to enter the general agency business, having formed partnership with George J. Ferris, under the firm name of Ferris & Dunn. The new firm will represent on a general agency basis Richmond Underwriters and Mercantile Underwriters. Mr. Dunn, before joining Guarantee 3½ years ago, had been for 22 years with the former general agency firm of Selbach & Deans. Mr. Ferris for five years has conducted his own general agency succeeding the former firm of Wentz & Erlin, and has been in the insurance business on the coast since 1906.

Gluck at Ashtabula

Carl A. Gluck of Youngstown, president of Ohio Assn. of Insurance Agents, spoke at Ashtabula Monday night. About 40 local agents attended. Maurice

G. Gilbert, president of the Ashtabula association, presided.

Glasgow Pittsburgh Speaker

Robert J. Glasgow, superintendent of the aviation accident division of Continental Casualty, spoke on travel accident insurance at the Nov. 1 meeting of Insurance Buyers of Pittsburgh.

Mr. Glasgow explained that travel accident coverage fills a gap in a corporation's permanent insurance program and protects members of an organization for extra hazards they under-

go on company business. He described a number of the variations available in travel policies.

Billings to New Hampshire

Lawrence E. Billings, for 12 years in the New York local department for Niagara, has been promoted to special agent in New Hampshire for America Fore with headquarters at Manchester. He will operate under State Agent William G. Hutchins, who also supervises the work of Special Agent for Vermont James R. Reed.

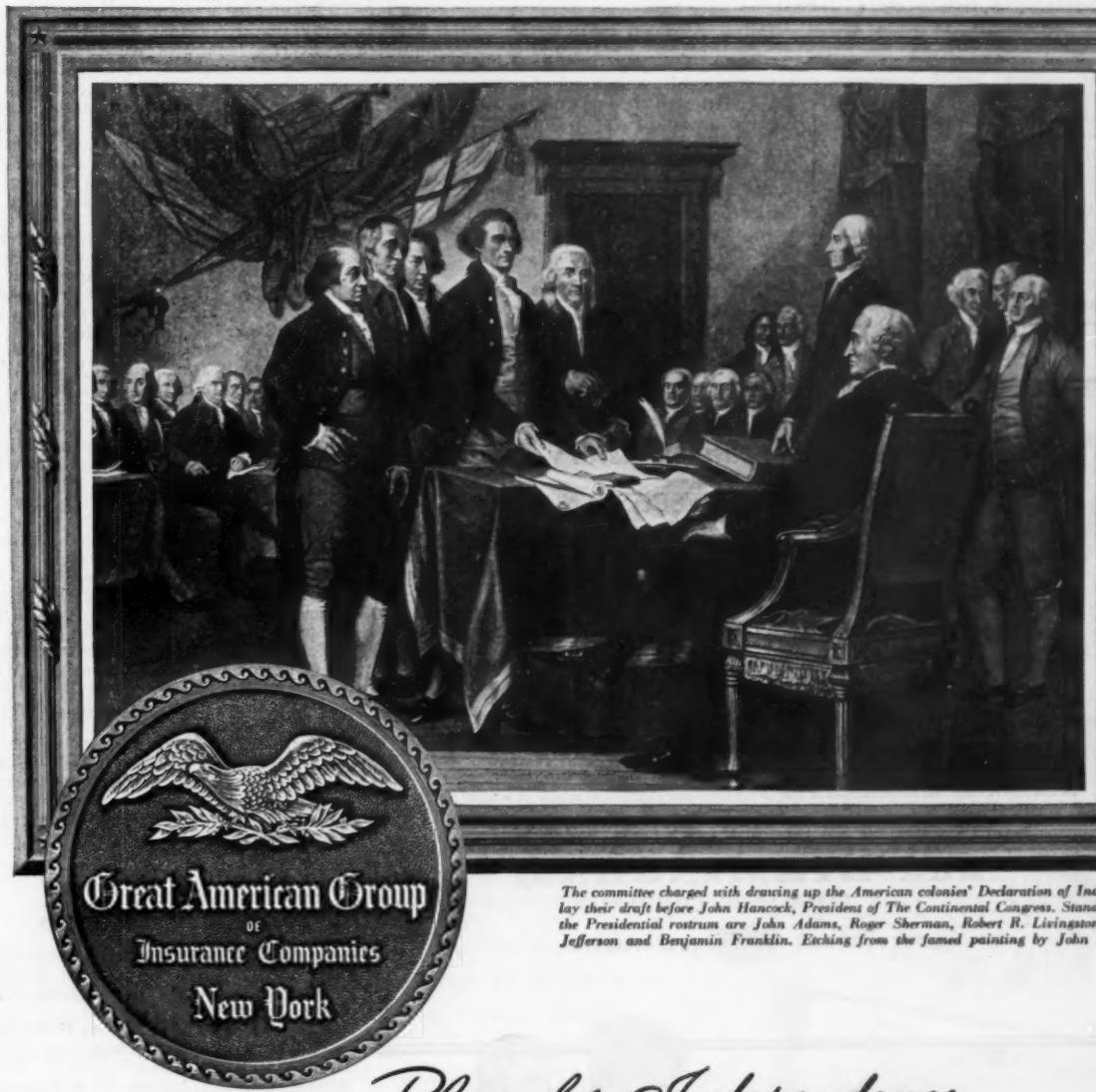
An advertisement similar to this appears in SATURDAY EVENING POST, November 20 and in NEWSWEEK, November 22

III. Initiation Nov. 22

A big crowd is expected for the Nov. 22 initiation and dinner meeting of Illinois Blue Goose.

Approximately 15 goslings will take their first swim. The admonition will be given by J. Ray Hull, American States, grand supervisor of the flock.

L. U. Jeffries, warden of the Ohio division of insurance, addressed the Mutual Insurance Club of Columbus, Monday, on "Casualty Insurance."



The committee charged with drawing up the American colonies' Declaration of Independence lay their draft before John Hancock, President of The Continental Congress. Standing before the Presidential rostrum are John Adams, Roger Sherman, Robert R. Livingston, Thomas Jefferson and Benjamin Franklin. Etching from the famous painting by John Trumbull.

Plan for Independence

Protection from disaster and loss is one of the greatest assurances of personal and commercial independence. A carefully planned insurance program can give you protection against loss at surprisingly low cost. Call one of Great American's 16,000 local agents

—or your own insurance broker—and learn how effectively the Great American Group of Insurance Companies can protect you.

The Great American Group of Insurance Companies offers practically every form of insurance except life.

GREAT AMERICAN GROUP

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Great American

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Great American Indemnity

Detroit Fire & Marine

Massachusetts Fire & Marine

Rochester American

WORLD-WIDE FACILITIES FOR PRACTICALLY ALL FORMS OF INSURANCE EXCEPT LIFE

Insurance Aspects of the Election

(CONTINUED FROM PAGE 1)

the cooperation of local press and radio.

Prospects for far-reaching health insurance and social security legislation are considered good by supporters of such measures and bad by insurance interests, particularly with reference to health insurance. Some of their representatives see nothing to stop passage of the Wagner-Murray-Dingell health insurance bill, or something similar, if the Democratic leaders choose to press the issue. While there is Republican opposition to this measure, some observers doubt that its representatives will fight too hard against it. Besides repeated recommendations by the President, national health insurance was endorsed not very long ago by Oscar Ewing, federal security administrator, in reporting on the National Health Assembly held last May.

There have been many liberalizing social security measures before Congress in the last year or two. One of these is another Wagner-Murray-Dingell bill, which proposes to set up an over-all, integrated social security program, including disability coverage and cash sickness, as well as expanded OASI,

unemployment compensation and public assistance.

FSA and the social security advisory council, as well as the President, have recommended OASI expansion to cover workers' groups now excluded, including self-employed persons, together with disability eligibility and other features. There is possibility of repeal of the Gearhart act, which would then leave the way clear for setting up a new definition of employee for purposes of the social security act. This would bring into the system life insurance agents who are now treated as independent contractors.

While there is potent backing for more social security and social insurance legislation, some of it may run into a stubborn snag in the person of Rep. Doughton, Ways and Means Committee chairman, known as "Muley Bob". His committee delayed social security legislation in the early days of the New Deal and cut it down considerably from the broad program originally proposed. Senator George, prospective finance committee chairman, is likewise a southern conservative. They may be expected to oppose what they regard as too radical social security and health insurance legislation.

On the other hand, congressional labor and welfare committees, which have handled health insurance in the past,

will probably have a more liberal attitude toward it.

Complete Card for A.M.A. Insurance Men at Chicago

The program for the insurance section meeting of American Management Assn. Dec. 2-3 at the Drake hotel, Chicago, has been announced. R. S. Bass, insurance vice-president of A.M.A. and treasurer of A. E. Staley Manufacturing Co., arranged the agenda.

Emphasis will be on greater protection against normal risks for industrial concerns, "many of which are underinsured, and methods of adjusting insurance programs to provide for a continuing period of unstable insurable values. More than 500 buyers are expected.

Dwight Sleeper, director of Insurance Buyers' Council of Boston, will lead a session which will survey the market situation and forecast likely developments.

A panel covering means for upward readjustment of values will feature views from the adjuster, appraiser and buyer. Kenneth C. Bell, vice-president Chase National Bank, will lead the session and participants include Robert M. Beatty, executive general adjuster of Western Adjustment, and James Ward of Coates & Burchard, Chicago.

W. Rulon Williamson, actuarial consultant of Washington, D. C., will review legislation affecting pension programs and other employee benefits. Ernest Clark, insurance manager of the J. C. Penney Co., will outline insurance trends.

A series of case histories in adjustment of business interruption losses will be given by a panel including Paul H. Schindler, insurance manager Youngtown Sheet & Tube Co.; F. S. Dauwalter, Fred S. James & Co.; Frank L. Erion, Frank L. Erion adjustment firm of Chicago; Earl W. Harrington, Manufacturers Mutual Fire, and G. C. Bonstelle, second vice-president Lumbermen's Mutual Casualty.

Depreciation insurance, its effect on rising replacement values, will be analyzed by William C. Moore, manager of the editorial department and research department of General Adjustment Bureau.

Notable Program for N. Y. Regional at Buffalo

A card of five notable speakers has been arranged for the regional meeting of the western New York agents Nov. 16 at Buffalo.

On the program are Robert E. Dineen, New York superintendent, on "Left Hand and Right Hand"; John C. Stott, president N.A.I.A., on "Lead or Be Led"; Richard E. Farrer, director of N.A.I.A. educational division, on "Standard Brand Insurance"; Roy A. Duffus, New York association president, and John Eglof, superintendent of field training for Travelers, who will talk on insurance sales.

The meeting will be at the Hotel Lafayette and will start in the afternoon, concluding with a dinner. Emil T. Clauss is president of the Buffalo host association.

T. A. Fleming at Milwaukee

MILWAUKEE—T. Alfred Fleming, conservation director of National Board, spoke on "New Trends in Fire Prevention and Protection," at the opening session of the 1948 plant protection and fire prevention school, sponsored by the safety division of Milwaukee Assn. of Commerce.

Middlesex Agents Elect

Middlesex (Conn.) Assn. of Insurance Agents has elected Edward J. Daley president; William W. Lawson, vice-president; William L. Smith, secretary.

Norman C. Davis Has Full Chicago Schedule

Norman C. Davis, director of employee education of National Board, will be in Chicago Nov. 18 for a meeting with personnel executives of western departments and that evening he will be the main speaker at the managers' night dinner of Assn. of Fire Insurance Examiners of Chicago.

The meeting during the day is under the supervision of the joint public relations committee of Western Underwriters Assn. and Western Insurance Bureau. Mr. Davis will give a report on the National Board internal public relations program touching on employee indoctrination, member company consultations, supervisor training project and company-sponsored educational programs.

O.K. New Phoenix Building

Hartford's city zoning board, last hurdle in the way of erection of the proposed new building of Phoenix at Asylum avenue and Woodland street, has granted permission for the necessary zoning change. John North, executive vice-president, and Pomeroy Day, attorney, said they could give no details for several months on the type of building to be constructed.

WANT ADS

FIRE UNDERWRITER

Excellent opportunity with rapidly growing fire insurance organization for an experienced underwriter. Address S-23, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED

Man or lady to manage office of successful agency in South. Must have thorough knowledge of insurance business and administrative ability, be able to make surveys, properly train employees, and handle all details. Future for right person. Write Box S-28, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill. for further details.

STATE AGENT WANTED

State agent wanted in important mid-western state. Replies confidential.

New York Underwriters Insurance Co.
90 John St., New York 7, N. Y.

WANTED

FIRE UNDERWRITER
Excellent opportunity for future with young progressive agency for experienced man capable and willing to divide time between fire underwriting and fire production. State full details in reply. Address S-29, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

Interested in purchasing the general insurance business of a Chicago broker. Address S-33, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED

Experienced man between 30 and 40 years of age to assume responsibility of management of fire and casualty department of local agency in Toledo. Write giving full qualifications to Box S-30, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

AVAILABLE

Executive Engineer. 24 years nationwide experience. Address S-32, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

Card for Big Indiana Agents Parley Given

The program has now been completed for the convention of Indiana Assn. of Insurance Agent at the Claypool hotel, Indianapolis, Nov. 22-24. These Indiana conventions have come to have a national reputation because of the size of the turnout, running well over 1,000, and the high quality of the program and the enthusiasm of the membership.

On the morning of Nov. 22 there will be a meeting of directors. Starting at noon there will be a program slanted particularly toward the farm agent. This will be in charge of Ray L. Strayer of Warsaw, chairman of the farm underwriters committee, assisted by Lowell Gorman of Jeffersonville, and Rolland J. Weaver of Angola.

Marine Cover for Farmers

There will be a talk "The Farmers Liability," by George M. Lewis, assistant Indianapolis manager of Travelers, and H. W. Casler, western marine manager of American, will speak on marine coverages for farmers. G. M. Craig, farm department manager of Home at Chicago, will speak on the Indiana farm application and then there will be talks on "Safety Is Good Business," by John G. Mayer, assistant secretary of National Assn. of Insurance Agents, and H. R. Danford, educational director public safety division of Assn. of Casualty & Surety Companies. The windup speaker at that session will be S. W. Schellenger, superintendent of agencies of the Buckeye Union companies, on "Hitting on All Eight."

There will be a conference that evening of local board presidents and secretaries with admission by invitation. Harry E. McClain, executive secretary, will preside. Wolverine of Lansing will be host to the dinner and preceding entertainment in honor of Harold C. Phend who is president of the association and who represents Wolverine. Speakers of the evening will include Robert M. Clark, president of the Hamilton (Ohio) Assn. of Insurance Agents; H. R. Danford; Alpha H. Kenna, manager of Kansas Assn. of Insurance Agents; Linn S. Kidd of Brazil, Ind.; John G. Mayer; Walter G. Dithmer, Indianapolis general agent; and Walter H. Lupke of Fort Wayne.

President Phend Reports

The morning of Nov. 23, President Phend will give his annual report and Mr. McClain will give a tribute to the past presidents of the association. Paul Jones, director of public information of National Safety Council, Chicago, will give an address and Dwight P. Ely, production manager of Ohio Farmers, will speak, his topic being "Down With Advertising." John C. Stott, Norwich, N. Y., president of N.A.I.A. will give a talk on "The Necessity for Leadership."

In the afternoon Linn Kidd will be presiding as board chairman. At that time association business will be transacted. Special guest speakers will be Commissioner John Pearson, Alvin C. Johnson, counsel for the association; George E. Traut, manager Indiana automobile assigned risk plan and Herman C. Wolff of Indianapolis; Fred C. Richardt of Evansville, cochairmen of the legislative committee. Election of officers will take place then.

Information Please Program

That evening the convention dinner is scheduled with no speeches, but with an elaborate entertainment program under the direction of Ross Christena.

The next morning there will be an "Information Please" hour in charge of James C. O'Connor, editor of the Fire, Casualty & Surety Bulletins and associate editor of THE NATIONAL UNDERWRITER. His assistants will be E. E. McLaren of Indianapolis; F. B. Porter of Lafayette and J. I. Hoch of Rich-

mond, and Robert W. Swanson, state agent of Royal-Liverpool; Ben R. Turner, Jr., manager of Fidelity & Deposit, and John P. Scanlon, manager of Ohio Casualty.

Then there will be talks by John G. Mayer on "Let's Stop Kidding Ourselves," and by Mr. Kenna on "Where Are You Going?"

There will be a luncheon session with an address by U. S. Senator Edward Martin of Pennsylvania and a talk by George Malcolm-Smith, assistant public director of Travelers, on "The Grass Is Always Greener."

Finance Conference Forum

A feature of the American Finance Conference at Chicago will be a forum on insurance markets and underwriting on the afternoon of Nov. 16. Maxwell C. King, president of Pacific Finance Corp., will be the moderator.

Julius E. Kern has started a local agency with offices in the Cotton Belt building, St. Louis. Mr. Kern was formerly a broker with General Insurors. The new agency has facilities to write all lines including life.

Washington F. & M. in Okla.

Washington Fire & Marine of St. Louis has been licensed in Oklahoma. L. B. Selman of Tulsa is general agent.

D. H. Burns, Jr., of the Harris Burns & Co. agency, Wichita, has been named treasurer of the Wichita Metro Club.

Warren F. Curtis, president of Virginia Assn. of Insurance Agents, addressed National Office Management Assn. at Richmond.

Your clients' homes can be safe from fire!

Practically all fires could have been avoided if someone had been more careful. Every insured should do his share to see to it that none of the twelve major causes of fire is his fault. As an agent you should do your part to teach your clients and others what these twelve dangers are.

- 1. Matches and smoking
- 2. Petroleum products
- 3. Misuse of electricity
- 4. Stoves, furnaces, etc.
- 5. Chimneys, flues and stacks
- 6. Fire originating off premises
- 7. Sparks on roofs
- 8. Lightning
- 9. Hot ashes and open fires
- 10. Open lights
- 11. Spontaneous combustion
- 12. Rubbish and litter

Be sure your clients understand these facts: Fire insurance, essential as it is, cannot compensate for lost lives and for injuries . . . for the inconvenience of fires . . . the nervous strain . . . the sentimental value of things lost in fires. Even when your clients are fully insured, fire costs them money two ways. The more fires there are the greater the cost of insurance and the higher the taxes to maintain fire protection. Burned property is lost property, even when insured. Whoever pays the immediate dollar loss by fire, it takes something from every insured's pocketbook. No nation can lose thousands of lives, millions of man-hours of work, and hundreds of millions of dollars year after year without penalizing every citizen.

Agents of the Security Insurance Companies are distributing copies of a folder including this vital message about fire prevention. A sample is yours for the asking.

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HOME OFFICE: NEW HAVEN, CONNECTICUT

Security Insurance Company of New Haven

The East & West Insurance Company of New Haven

New Haven Underwriters

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1841 — "Security," The Nation's Watchword — 1948



Sifrit Succeeds Bassett as Treasurer of G.A.B.

NEW YORK—R. H. Sifrit has been elected treasurer of General Adjustment Bureau, succeeding Nelson B. Bassett. Mr. Sifrit majored in public accounting at Ohio University. He joined the bureau as manager of the accounting department in 1947 and later became assistant treasurer. He was with Arthur Young & Co., accountants, 1929-1947. Mr. Bassett has been in ill health but will continue as assistant treasurer.

Ferris Joins Monarch

Stuart C. Ferris has joined the home office staff of Monarch Life as manager of sales promotion. He has had many years' experience in the life and A. & H. field and was formerly associated with a large multiple line company. He is a graduate of Yale. He has been an instructor in Travelers school.

Timothy E. Dunne, the bond manager of American Casualty in Chicago, has resigned. He has been in the business 28 years and is one of the most experienced bond men in the city with both company and agency experience. He started with U. S. F. & G., and

later was with U. S. Casualty. Mr. Dunne soon will announce his future plans.

Kansas 1752 Club Elects

New officers of the Kansas 1752 Club named at the annual meeting at Wichita include L. Keith Murray, Allied Mutual Casualty, Topeka, president; John Hobbs, Midland Mutual, Newton, vice-president; and John R. Rhodes, Mill Owners, Wichita, secretary. F. E. Baker, Employers Mutual, Wichita, is the retiring president.

Report \$225,000 Horse Insured

According to newspaper accounts, there was insurance on the French stallion, which killed itself in an effort to get out of an airplane flying to the U.S. The horse was purchased by an American syndicate for \$225,000. It is thought that the insurance was placed with Lloyds, but is probably much less than the selling value of the horse.

Riedinger at Appleton

APPLETON, WIS.—A. P. Riedinger, Milwaukee, state agent of Northern of N. Y., discussed the dwelling form coverage at a dinner meeting of Apple-

ton Insurance Board. President D. R. Morrissey, Conkey-Morrissey agency, urged attendance at the annual meeting of Wisconsin Assn. of Insurance Agents at Milwaukee Nov. 22-24.

Open New Wichita Building

M. J. Wilkinson, vice-president and W. J. Hynes, secretary of Employers Mutual Casualty, Des Moines, were in Wichita for the formal opening of the new Wichita branch office headquarters in a recently completed modern office building. H. C. Dabler, branch manager was host to Kansas agents at the opening.

Ruffing Speaks at Athens

Oscar Ruffing, Travelers, Columbus, head of the board of governors of the Ohio assigned risk plan, addressed local agents at Athens, O., this week.

Northeastern in New Quarters

Northeastern, which recently sold its home office building at Hartford, has secured new quarters on the fourth floor of the Standard building.

NEWS BRIEFS

A. H. Wishard, of the head office of Northern Assurance, is making a swing through Wisconsin, Iowa and Nebraska, and will complete his trip by attending the meeting of Indiana Assn. of Insurance Agents at Indianapolis just before Thanksgiving. He was at Chicago early this week at the same time when U. S. Manager Earl D. Patton was there.

Harry J. Loman, dean of the American Institute, was guest of honor at a luncheon given by Chicago C.P.C.U. Dr. Loman was enroute to presentations in Los Angeles and Dallas before returning to New York to present diplomas to the remainder of the 1948 designees.

Seven associates who are completing 25 years' service with the W. A. Alexander & Co. agency of Chicago were elected members of the Alexander Seniors. They are Helen Gallagher, George Asch, Roy Jackson, Louise Kempter, Harriet Riordan, Matt Keiler and Florence Thomas.

S. S. Linder, for six years with Aero Insurance Underwriters at Los Angeles, has joined D. K. McDonald & Co., in the aviation department.

Frederick Hammer, Republican state senator of Queens, New York City, and a member of the joint legislative committee on insurance headed by Senator W. J. Mahoney, was defeated in his try for reelection and will be a lame-duck participant in the hearings Nov. 22-23, at the Hotel Roosevelt, New York.

H. F. Kummerow, marine manager of Home at St. Louis, spoke on "Commercial Inland Marine and Floater Insurance" at the Nov. 8 meeting of the insured members conference of Associated Industries of Missouri at St. Joseph.

Max L. Dressel, formerly claims manager for the Brown General Agency, has established an independent claims adjusting office at Seattle.

Wichita approved bonds aggregating \$255,000 in the general election last week for two new fire stations and a new training school building and drill tower.

Insurance Board of St. Louis has an exhibit at the St. Louis Week Show.

Insurance Women of Massachusetts will hold a quarterly meeting in Boston Nov. 13. Harry J. Lander, resident secretary of Springfield Fire & Marine, will speak.

Paul M. Riffe of West Salem, O., has sold his agency to Leo R. Kindsvatter.

James W. Tighe, Mt. Vernon, O., has taken his son, James K. Tighe, into partnership.

Clarence B. Diller, who has operated an agency at Pandora, O., for 29 years, has opened another office at Bluffton, O. Hiram Diller will continue to operate the agency at Pandora.

Altmeyer Tells Insurance Plans of Administration

PEORIA—Arthur J. Altmeyer, social security commissioner, substituting for Oscar R. Ewing, federal security administrator, told Illinois Welfare Assn. meeting here, that health insurance is the keynote in the national administration's 10-year plan to raise health standards of the nation.

"National health insurance works in England and it would work here," he declared. "Attacks on national health insurance could be summarily dismissed as ridiculous if they were not backed by powerful forces in the United States whose interest is to preserve the status quo in the medical profession.

"Fortunately there is an increasing number of younger, more socially minded physicians as well as many older and more thoughtful doctors, who see the problem clear in terms of national health.

"Even if we should agree that every doctor in the country is unalterably opposed to the system, I should like to ask this question: Which is more important—the personal, selfish business and professional values of 180,000 to 190,000 practicing physicians in this country or the health and well-being of 70 million of our people who cannot possibly afford to pay their fees."

Mason Date Changed

Lowell Mason, vice chairman of federal trade commission, will appear Nov. 18 instead of Nov. 17 at a luncheon session during the Chicago convention of National Assn. of Independent Insurers.

Klein to Address Institute

NEW YORK—Henry C. Klein, secretary New York Underwriters, will discuss business interruption coverage at the meeting of Risk Research Institute here Nov. 18.

The Eastern C. P. C. U. chapter will hold a luncheon at the Pennsylvania Hotel, New York, Nov. 17, to hear Leonard E. Read, president of Foundation for Economic Education.

COMPENSATION UNDERWRITERS

Right now there are several positions for Compensation Underwriters in Chicago and other cities. Four top jobs where the salary runs to \$7500 a year. If you would like to slip into one of these top jobs, write

FERGASON PERSONNEL

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FOR SALE

Complete Addressograph Equipment

This equipment is in excellent condition and is offered at a very low price because we have installed a new system in our office.

Equipment includes addressograph machines, 2 Graphotype keyboards, 6 metal cabinets for "E" or "P" frames (with base and top), 7 wooden cabinets for "P" or "P" frames, 48 extra drawers (for "E" or "P" frames), 2 cabinets for "C" plates (with base and top), 19,250 small plates (100 each), 2 large frames (11 each), 17,400 large frames (2 each), 2,800 small frames, 2,250 large plates and 500 small plates.

Will sell all or part of equipment to one buyer.

For additional details and prices write.

Fidelity Health and Accident Mutual Insurance Company

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NEW HAMPSHIRE PRODUCTS...



The Troy Blanket Mills trace their history to Thomas Goodall's venture in 1851, but it was not until 1865 that the Ripley family, which still heads the concern's management, became associated with the industry. Today a diversified line of essential products including lining for work clothes, institution and saddle blankets and automobile robes are manufactured by contented workers, over 68% of whom have been with the mills over five years.

Because we are interested in the promotion and protection of all quality New Hampshire products, we are pleased to recognize one of the leaders.

NEW HAMPSHIRE FIRE INSURANCE COMPANY

Incorporated 1869

MANCHESTER,
NEW HAMPSHIRE



GRANITE STATE FIRE INSURANCE COMPANY

Incorporated 1885

PORTSMOUTH,
NEW HAMPSHIRE



Chicago Surety Men Elect Nietschmann

B. J. Nietschmann, manager of Illinois Surety, took over as president of Surety Underwriters Assn. of Chicago at the spirited annual meeting this week. He succeeds Robert F. Munsell, Ocean Accident, whose administration retired in a blaze of glory after providing an excellent dinner and a notable program of entertainment.

The new vice-president is Edmond J. Moroney, U. S. F. & G.; J. J. Wood-



B. J. NIETSCHMAN

manee, Century Indemnity, is secretary, and Robert Goldkamp, Massachusetts Bonding, is treasurer. On the new executive committee are Julian S. Neal, F. & D.; Edmond Madden, Maryland Casualty; L. W. Zuttermeister, Globe Indemnity; L. E. Williams, Hartford Accident; A. L. Valentine, Baur, Christensen & Valentine agency; Robert R. Hubner, Great American Indemnity, and Mr. Munsell.

Mr. Hubner read the report of the nominating committee and the entire slate was elected by acclamation.

Mr. Nietschmann with his election has achieved an unusual honor, that of becoming president of surety associations in two cities. Some years ago he was president of the Milwaukee group. He is a man of distinction, and is one of the better looking presidents the association has had.

Guests at the gathering were Robert F. Sommer, executive secretary of Standard Accident, and Jack Griffith of the New York office of Rollins-Burdick-Hunter Co.

A cocktail hour preceded the dinner. Except for the election, no business was transacted.

Lumbermen's Mutual Shifts

Donald H. Beiser, field man of Lumbermen's Mutual of Mansfield in Virginia, has been transferred to the southern Ohio and southern Indiana field, with headquarters at Hamilton, O. R. E. Gowing, formerly of the underwriting department of Lumbermen's, has been assigned to Virginia, with headquarters at Arlington.

Reimers Buys Ia. Agency

W. A. Reimers, assistant manager of Travelers at Des Moines for the last eight years, has purchased the Robert A. Miller agency at Spencer, Ia. Mr. Miller is retiring from active business.

Puddle Dinner at Madison

Four Lakes Blue Goose puddle was host to the Wisconsin home nest at a dinner at Madison. Roman Vetter, Continental Assurance, Madison, big toad, was toastmaster and later entertained with feats of legerdemain. A. H. Larson, Fireman's Fund, most loyal gander, responded for the home nest.

N. Y. O.K.'s Allstate's 12-Classification Plan

NEW YORK—The New York department has approved Allstate's 12-classification automobile rating plan. This compares with four used by National Bureau of Casualty Underwriters, and is the first time the state has authorized different B.I. and P.D. rating plans for the class. Previously it has insisted on uniformity. The bureau has declined to file the Allstate plan on the ground it is not a deviation, although

Allstate was asked by the department to try to get the bureau to do so. Allstate has been using the plan in other states. At the same time it filed physical damage rates about 10% off N.A.U.A. filing. The liability rates are roughly 15% off bureau but there is a wide swing in rates from one end to the other of the 12 classifications.

John O'Rourke, Chicago manager of Dubuque F. & M., has moved his office from A-1010 Insurance Exchange building to 1652 Field building.

Amer. Fore Promotes Smith

Chauncey Smith, special agent at Rochester for America Fore, has been promoted to state agent for Erie and Niagara counties with headquarters in the Marine Trust building, Buffalo. He has been with the group for many years.

J. C. Ainsworth has resumed operation of his agency at Cedar Rapids, Ia. Except for three years in the army, he has been with the FBI at Washington for seven years.

Cooperating for Complete Protection



Present-day concentrations of values make it exceedingly undesirable and dangerous to entrust property protection entirely to isolated watchmen who cannot be expected to cope singlehandedly with every emergency. Farsighted businessmen provide increased security through ADT Central Station Watchman's Reporting and Manual Fire Alarm Service, which checks the watchman's patrols, investigates failures to signal, provides necessary aid, and supplies means for summoning the police and fire departments and other emergency forces. In addition, ADT furnishes the following automatic services to reinforce watchmen in the performance of their duties and to protect properties where no watchmen are employed.

Sprinkler Supervisory and Waterflow Alarm Service, Automatic Fire Detection and Alarm Service, Automatic Smoke Detection and Alarm Service, Automatic Heating and Industrial Process Supervisory Service, Burglar Alarm Service. Write for information.

Controlled Companies of AMERICAN DISTRICT TELEGRAPH CO. 155 Sixth Ave., New York 13, N.Y. CENTRAL STATIONS IN ALL PRINCIPAL CITIES OF THE UNITED STATES



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Insurance Company, Hartford, Conn.
1854

The Connecticut
Fire Insurance Company, Hartford, Conn.
1850

EQUITABLE
Fire & Marine Insurance Company
PROVIDENCE, R.I.
1859

ATLANTIC FIRE INSURANCE CO.
Raleigh, North Carolina

THE CENTRAL STATES FIRE INS. CO.
Wichita, Kansas

GREAT EASTERN FIRE INSURANCE CO.
White Plains, N.Y.

MINNEAPOLIS F. & M. INSURANCE CO.
Minneapolis, Minn.

RELIANCE INS. CO. OF CANADA
Montreal, Canada



HARTFORD
30 Trinity Street

CHICAGO
Insurance Exchange

NEW YORK
110 William Street

SAN FRANCISCO
220 Montgomery Street

MONTRÉAL
485 McGill Street



All Forms of Fire and
Property Insurance including
Ocean and Inland Marine

Country-wide Brokerage Service

TIME TRIED & FIRE TESTED

Insurance Shares Suffer Less Than Others in Slump

Fire and casualty company stocks were a good deal more resistant to the post-election slump than other issues. For example, Hartford Fire, selling in the \$100 range, was down only three points; U. S. Fire, in the \$50 range, down 1½ points, and Fireman's Fund, in the \$15 range, down somewhat more than one-half a point.

The election was interpreted as containing at least one favorable element in connection with casualty stocks. That was the promise of continuing high payrolls with a beneficial effect on workmen's compensation and perhaps accident and health. Casualty stocks sold off somewhat less than fire issues. Aetna Casualty, selling for around \$77, was down one point; Continental Casualty, in the \$50 range, down one, and American Surety, in the \$60 range, down one.

There was some buying of insurance stocks. Partly this was the conservative buyer looking for a bargain, although in comparison with other issues insurance stocks are not a bargain.

The actual exchange of insurance stocks was small. One reason is that it is felt that in the fire insurance business—and perhaps to a lesser extent in casualty—there is now in its inception a cycle of profitable years. Consequently, the larger holders of such securities are loath to sell. Other types of issues have been making high profits; they have had their earnings, and there was consequently a considerable amount of profit taking in them.

Another characteristic of the market was an increased buying of tax free municipals by fire and casualty companies because of the possibility of higher corporate taxes.

Sees Multiple Line Package Halting Government Inroads

Preston Hotchkiss, president of the Pacific C.P.C.U. chapter, declared at conference exercises in Los Angeles that the answer for the insurance industry in the face of recent government moves might well lie in true multiple line underwriting on the continuous policy form. Mr. Hotchkiss pointed out that in England there is no government regulation of rates, approval of policy forms, examinations into claims practices, payment of dividends, no restriction on investments. One of the most striking characteristics of insurance writing in England is the almost universal use of the continuous policy form. Another outstanding characteristic is the result of their traditional practice of multiple line writing. This is one of the greatest single contributions to the insurance industry. In direct contradistinction, our property insurance has grown up under forced separation.

"Multiple line laws have been adopted in several states, including California. This new found freedom hurls the challenge of providing the public with better service, wider coverage and simpler forms at a minimum rate consistent with efficient management," he commented.

What would the "package deal" do? There would be but one solicitation and one collection. It would help the agent to hold the account. The assured would have but one policy, he would look only to one company in case of a claim and would make only one premium payment, Hotchkiss said.

"What can we put in this policy? We can write a comprehensive cover on a residence for fire, extended coverage, burglary, earthquake, loss of rent, residence liability and water damage, but on contents we can take a modified personal property floater and combine with it in the same contract, comprehensive personal liability, complete automobile coverage, and if desirable, accidental death.

"If we fail to render the improved

service and coverage which the laws now permit, we will surely push our industry down the road to further governmental control," Mr. Hotchkiss concluded.

H. J. Loman, dean of the American College, conferred the C.P.C.U. designation on eight Californians.

Mahoney Committee to Look into Fire, Casualty Capacity

The reluctance or inability of casualty and fire companies to underwrite potential new business will be one subject reviewed by the New York state joint legislative committee on insurance rates and regulation at a hearing at the Hotel Roosevelt, New York City, Nov. 22-23. Senator Walter J. Mahoney, chairman of the committee, said this problem would be explored from several angles.

For example, have these companies sufficient capital to cover the country's available fire and casualty market? Is more capital needed, and if so, can the state legislature assist? Should laws regulating the financial structure of fire and casualty companies be liberalized to permit them to undertake a larger ratio of writings than present regulations permit?

Executives of all fire and casualty companies operating in the state, nearly 500, have been invited to express their views.

Ky. Storm Wrecks Buildings

LOUISVILLE—The windstorm that swept southwestern Kentucky last week unroofed and wrecked a number of buildings, destroyed crops, killed one person and injured others. The storm first struck Ballard and Calloway counties, then jumped to Butler, Graves, Christian, Muhlenberg, Hardin and Woodford counties. Cecilia, in Hardin county, was one of the hardest hit. A barn containing 8,000 pounds of tobacco near Versailles, Woodford county, was wrecked.

Conduct Vote on Rocky Mountain Merger Plan

NEW YORK—Rocky Mountain Fire Underwriters Assn. is conducting a vote by mail on a resolution dissolving the association and offering its assets to Western Underwriters Assn., if the latter assumes the liabilities. This would become effective on or before Mar. 1, next year, and the resolution authorizes the Rocky Mountain supervisory committee to take the necessary steps.

At his own request, Secretary Frederick Williams has been retired, effective Jan. 1. The notice to members points out that there is no immediate prospect of securing the services of a capable man to fill this position. Also, the territory is immediately adjacent to that of W.U.A. and the three states naturally fall in the area of W.U.A. operations. The business done in those states is largely subject to management of company executives or members of W.U.A., and the functions of the association can be more economically and efficiently handled by the larger organization which is already well established, the notice states.

Regular Assessment Waived

W.U.A. has indicated its willingness to include Colorado, New Mexico, and Wyoming in its territory, and is willing to assume the assets and liabilities as the W.U.A. governing committee deems reasonable and proper.

The regular assessment for maintenance of the Rocky Mountain group was waived on July 1 because there were sufficient funds to maintain the association until Jan. 1. This means there would be few assets for W.U.A. to take over, and that the liabilities would considerably exceed them. The supervisory committee, of which E. A. Henne, America Fore, Chicago, is chairman, for these reasons recommended adoption of the resolution.



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November 11, 1948

NEWS OF FIELD MEN

Committee Heads of Blue Goose Named

E. W. Trenbath, Norwich Union, Seattle, most loyal grand gander of Blue Goose, has announced grand nest committee chairmen appointments.

The chairmen are: August M. Schneider, Los Angeles, constitution and by-laws; C. R. Kerns, Spokane, ritual; G. Emory Moore, memorial; Elmer G. Eldridge, Salt Lake City, emblem; Irwin Mesher, Seattle, publicity; Jack C. Neer, Portland, ladies auxiliary; Joseph R. Knowlan, Philadelphia, employment; and P. M. Winchester, New York City, proportionate representation.

Raymond H. Stebbins, Denver, has been named deputy most loyal grand gander at large. The deputy most loyal grand ganders in the Far West territory are: M. F. Pentfield, Portland, for Oregon and Washington; Ray C. Culver, Helena, for Utah, Idaho and Montana; Everett M. Northup, Oakland, for northern California; J. G. M. Berry, Phoenix, for southern California and Arizona; Earl J. Neville, Albuquerque, for Colorado, Wyoming and New Mexico; Louis Baron, Honolulu, for the Hawaiian territory.

Salvage Talk at Houston

Ralph D. Irwin, general agent at Dallas for the gulf department of Underwriters Salvage Co., addressed Houston Field Club Nov. 8, telling why the salvage company was organized in 1893 and outlining its functions. He described several cases in some detail, with photographs showing the various steps taken to prevent further damage.

Mr. Irwin will talk before Alamo Field Club Nov. 15, West Texas Field Club Nov. 23 and North Texas Field Club Dec. 6.

Three Speakers in Neb.

LINCOLN, NEB. — At a meeting here of Nebraska Fire Prevention Assn. Fire Marshal Iverson demonstrated use of first aid fire appliances and suggested helps for the agent in determining a risk. J. I. Fettlers of the state department of vocational education discussed the chemistry of fire and "Added Fire Hazards in Business and Industry" and Charles Horam, electrician, spoke on "Our Friend Electricity and its Control."

St. Paul Names Kammer

St. Paul F. & M. has appointed Kermit Kammer as special agent in southern Illinois associated with C. B. Temme, state agent, at Decatur.

After graduating from Macalester College in 1937, Mr. Kammer joined St. Paul at the home office in the underwriting departments. In January he was assigned to Aberdeen, S. D., as underwriter.

Inspect Janesville, Wis.

Emmett Cox, Western Actuarial Bureau, Chicago, will speak at the civic dinner concluding the two-day inspection of Janesville, Wis., Nov. 10-11. It is sponsored by Wisconsin Fire Prevention Assn. in cooperation with the fire prevention division of the Chamber of Commerce, local agents and fire department.

Initiate 10 at Arkansas

Arkansas pond of Blue Goose initiated 10 goslings at a meeting at Little Rock. Following the ceremonies there was a smoker and smorgasbord.

Make '49 Grand Nest Plans

Seattle Blue Goose at its monthly dinner meeting discussed plans for the grand nest meeting. E. E. Collins, London & Lancashire, is general chair-

man of the committee in charge. A tentative program has been planned and headquarters have been reserved at the Olympic Hotel for Aug. 23-25, 1949. The Ladies of the Blue Goose have appointed a special committee to arrange finances for entertaining visiting ladies.

To Inspect Torrington, Conn.

Torrington, Conn., will be inspected by 50 members of Connecticut Field Club Nov. 16-17. Arrangements for the

inspection were made by John A. Gray, Phoenix of Hartford, and D. Leslie Olsen, Glens Falls.

Ross Named in Florida

American has appointed Robert Ross, Jr., as special agent in Florida.

Mr. Ross is a graduate of Dartmouth, and served during the war as a navy pilot. He has been with Bankers Indemnity as an adjuster since 1947. He will office with E. Fred Gaskins, state agent, in the Seybold building, Miami.

Fire Prevention Assn. of Ohio will inspect Steubenville Nov. 17.

Mountain Field Club Elects

DENVER—At the annual meeting of Mountain Field Club, Roy D. Wilcox, Wilcox General Agency, was elected president; Alton E. Kerr, Fireman's Fund, vice-president; and A. T. Cabell, Northern Assurance, secretary.

The Crum & Forster mountain department, in charge of Manager H. B. Maitby, has been moved to the Colorado building, Denver.

London Assurance has appointed J. K. Lindsay casualty superintendent at the Canadian head office at Montreal.

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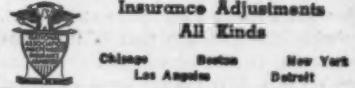
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EDITORIAL COMMENT

Insurance and the Election

Even though a football weekend has now intervened to aid the nation in regaining its equilibrium following the stunning Truman triumph, the business community, including insurance, is still pretty well staggered by the reversal of outlook that the election caused. Business leadership had conditioned itself to the idea of a Republican victory and to have the basis for its projections and plans so surprisingly changed will require quite a period of mental readjustment. All in all the business community can be expected to take the returns in good spirit and to proceed to reaccommode itself to the political and economic atmosphere which has existed since 1932.

The election and its implications raise questions of the most fundamental significance. From a long range standpoint, probably the question that is the most disquieting is that of whether there has now set in a drift toward state socialism that cannot be denied.

From the insurance standpoint there are two main specialized questions that the election poses. It may be said that the election has a favorable aspect in respect of one of these questions and an unfavorable aspect insofar as the other is concerned.

On the question of the future of state supervision of insurance, there is a general feeling that the election does not portend any radical change. It was under the Democratic administration that the S.E.U.A. prosecution was instituted and that public law 15 was enacted to meet the consequences of the Supreme Court decision on the interstate commerce question. While it can be expected that Congress and the administration will keep closely in touch with the way in which state supervision of insurance is exercised, it is unlikely that, barring some conspicuous developments that might reflect upon state supervision, there will be any congressional movement to change the pattern that was originated under the Democratic banner. Of course, if there should be a severe depression followed by insurance company failures, then state supervision could very well be put in an extremely defensive position. But that would no doubt be true no matter what party was in the ascendancy at Washington.

The other capital question of immediate concern to insurance men is what the election portends for social security legislation. It had been taken for granted that no matter who was elected, there would be an increase in present old age and survivors benefits and probably an

extension of those benefits to many of those that are not now covered, including life insurance agents that have not qualified under the employer-employee relationship. Governor Dewey had indicated his leanings in that direction and Mr. Truman was even more plain in that respect. He denounced the Republican Congress for having adopted the Gearhart bill which had the effect of spiking a Treasury ruling that would have created a special employer-employee classification in the social security system for life insurance agents and others somewhat similarly situated.

The election of Mr. Truman certainly gives the advocates of compulsory health insurance a great deal more satisfaction. Time and again he has advocated radical extension of social security into the health insurance field. However, one thing seems certain and that is that it did not return Mr. Truman to office. None of the political analysts have ascribed his victory in any part to this issue. So, while the cause of federal compulsory health insurance has in a sense been served by the election, it seems doubtful that in the immediate future there will be enacted any sweeping legislation in this direction. There are still manifold reports, studies, debates on various aspects of the problem, hence insurance people can probably conclude that for the immediate future at least there will not be enacted any federal legislation in this sphere that will provide forms of protection that would be competitive to private plans. However, it cannot be said that the long term prospects are as reassuring.

In the fire and casualty insurance field post-election stock market performance was especially depressing because the decline comes so close to Dec. 1, which is the date on which values are taken for annual statement purposes. The spirits of fire-casualty executives had been greatly elevated by pre-election market improvement coupled with favorable underwriting indications for the year.

All companies are giving the closest study to investment policies. Some of the smaller fire and casualty companies this year made some modest commitments in the way of common stock investments and these companies are anxiously reappraising the situation. The post-election strength in federal government bonds and municipal bonds is interesting. Many institutional investors have been getting out of long term government bonds and holding heavier cash balances or short term certificates. The

Truman victory is taken in some quarters as indicating the likelihood that the pegs will remain for the government bonds.

One of the principal life insurance companies, it is reported, for some time past, has gone on the assumption that, contrary to the general belief, interest rates were destined to decline rather than to increase and they had been buying very freely of high-grade long term issues, particularly in the municipal field.

There will be many questions facing the nation in which insurance interests have particular knowledge and experience, and in which it will be their duty to make their opinions known and their influence felt. It is important for the insurance business as a whole to take its position on the stage of public affairs in a constructive and enlightened way.

President Truman has asked for public help. We think he means it. Insurance can give help to the administration at many turns. It is important for business to identify itself with the public welfare. We like the statement that was made the day following the election by H. A. Bullis, chairman of General Mills, who said that American industry "is proud to accept this decision. Industry will join with government and its decisions to keep our country's future secure at home and among the nations of the world."

"Business has the obligation of continuing to discharge its social responsibilities and to build ever higher its corporate good citizenship."

That is a platform that carries a lot of meaning and it is one to which the insurance business we feel confident, will subscribe.

PERSONAL SIDE OF THE BUSINESS

J. Bracken Lee, for the last 25 years owner of a general insurance agency at Price, Utah, was elected governor, defeating Governor Maw, who was running for a third term, by approximately 2,600 votes. Lee was the only Republican on the entire state ticket to be elected to office, the state nationally and locally going Democratic by big majorities. Lee has been mayor of Price for years. He ran for governor four years ago, and was believed to have won then over Gov. Maw, but was counted out on a technicality.

E. L. Williams, president of Insurance Executives Assn., is one of 84 influential American leaders that commencing Monday, is being given a special 10-day insight into the nation's defenses. The group started on Monday holding sessions at the Pentagon to hear reports from Defense Secretary Forrestal and other military leaders, and then on Nov. 12 is starting on a six-day visit to the naval base at Pensacola, Fla., army base at Ft. Benning, Ga., and air force base at Elgin field, Fla.

A. I. Bushnell, who retired about 10 years ago as treasurer of Millers National, celebrated his 75th birthday anniversary at his home at Evanston, Ill. His son, Robert I. Bushnell, second vice-president of Holyoke Mutual Fire of Salem, Mass., was able to be on hand for the occasion as he was engaged in a western trip.

Charles S. Harbin, the manager of Underwriters Grain Assn., has returned from an extended trip over the territory calling on the grain trade and spreading the tidings of a new granddaughter. Mrs. Harbin accompanied him.

L. P. Warren of Associated Agencies, who is president of the Chicago Board, is now able to be at his desk two or three days a week. He suffered a heart attack July 4 while at his summer place at Leland, Mich., and he has made a consistent recovery but is still on a very limited regimen.

Percy Chubb II, a partner of Chubb & Son, and **J. Victor Herd**, vice-president of Continental, have been named chairmen of the insurance division of the

United Hospital fund campaign in New York. Mr. Chubb is in charge of the casualty and marine division and Mr. Herd heads the fire division.

Howard Weston Bailey, Jr., Wisconsin state agent for Atlas, was married Nov. 6 to Miss Joan Virginia Winter at Milwaukee. He is the son of H. W. Bailey, Wisconsin state agent for the Mesoole group.

DEATHS

John A. Barrett, 75, local agent at Pittsburg, Kan., since 1926 and prominent in civic and fraternal affairs, died following several months of ill health.

H. T. Cumming, 91, until recently engaged in fire and casualty business at Drummond, Mont., died at his home there.

John McFeely Eaton of Chicago, assistant general manager of American Mutual Alliance, died Monday at Westley Memorial hospital, Chicago, at the age of 68. He had been ailing for more than a year, but had kept on the job and had just returned Sunday from conducting the Mutual Fire & Casualty Institute at Dayton. He entered the hospital on the day of his return.

Mr. Eaton was highly respected in his legislative work. He was level-headed and frequently was the man that conceived of solutions to various legislative problems that gained acceptance.

Mr. Eaton was born at Smith's Ferry, Pa., in 1880. For a number of years he was engaged in the automobile manufacturing business. He was connected for some time with Henry Leland, who manufactured the Lincoln automobile at Detroit and then was with the Cadillac Co.

It was because of his automotive knowledge that he entered the insurance field. National Assn. of Automobile Mutual Insurance Companies was on the lookout for a headquarters man and they wanted someone who was primarily a practical automobile man. Mr. Eaton was employed as secretary of that organization in 1923 with headquarters

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at New York, and he also held the position of manager of the automobile department of American Mutual Alliance. In 1928 his headquarters were moved to Chicago and he became the assistant general manager of the Alliance.

He also continued to serve as secretary of the automotive mutual group, and as secretary of National Assn. of Mutual Casualty Companies. Mr. Eaton was well known as a camp follower at meetings of National Assn. of Insurance Commissioners. He was familiarly known as "Jim" although his real name was John.

William J. Chisholm, 75, retired secretary of Boston and Old Colony, from which position he retired in 1944, died at his home in Malden. He joined Boston in 1903 and advanced steadily until he became secretary of both companies.

Ian M. Wood, staff consultant at Dallas for General Adjustment Bureau, died at his home there. Mr. Wood had been with G.A.B. since 1936, devoting most of his time to the automobile division in a supervisory capacity.

Robert C. Kiesow, 90, for 41 years secretary of the Waupaca County Mutual Fire until his retirement, died at his home at Readfield, Wis., after a short illness.

Abraham L. Johnston, 80, senior member of the A. L. Johnston & Son agency at Hamilton, Mont., was found dead of a heart attack at his home there. The agency is one of the oldest in western Montana.

Ernest O. Spink, 68, Wisconsin state agent of London Assurance and Manhattan Fire & Marine, died at Milwaukee after a short illness. Before joining London Assurance in 1930, he was with Home. A graduate of Berea College, Berea, Ky., he went to Milwaukee in 1926. Mr. Spink was a past president of Wisconsin Fire Underwriters Assn., a past most loyal gander of Wisconsin Blue Goose, and a life member of Fire Underwriters Assn. of the Northwest.

Lewis A. Wilson, 69, former local agent at Buffalo and Syracuse, died after a long illness. He established his agency at Syracuse in 1933, retiring in 1945.

Angus G. Bowen, who organized a local agency at Nashville in 1920 and continued to operate it until his recent illness, died of a heart attack. He operated a school for boys before entering the agency field.

Word has reached this country of the death in Europe recently of Carl Schreiner. He left the U. S. to reside in Switzerland prior to the second war. He founded First Reinsurance of Hartford and was later president of Pilot Reinsurance. Earlier for many years he was foreign manager of Munich Re-insurance.

Supreme Court Action

WASHINGTON — The Supreme Court denied certiorari writs in No. 278, Commercial Casualty vs. Roberts, and 306, Barnes-Manley Wet Wash Laundry vs. Automobile of Hartford. This latter decision represents a victory for Automobile, which was absolved of liability because of false reports of receipts by the assured.

The court Monday heard arguments in No. 29, National Mutual vs. Tidewater Transfer Co. Philip Perlman, solicitor general, was allowed time to present the government's views as *amicus curiae*, supporting National Mutual's position. David G. Bress appeared for that company and Francis B. Burch and Wendell D. Allen for Tidewater.

Oppose School Rate Hike

RALEIGH, N. C.—The North Carolina State Board of Education has again requested the state insurance commission to readjust the 25% increase in premiums on school board property. Commissioner Hodges had dismissed a previous request after taking the matter up with the insurance advisory board. It says losses have been about half of premiums paid during the last 10 years.

Expense Problems Solved: Morrill

(CONTINUED FROM PAGE 2)

of production, administration, loss adjustment, statistical or other departments, Mr. Morrill said. Consequently allocation rules had to be based on activity, in accordance with work actually performed.

Producer, company, supervisory authority, and public all have an interest in good figures on acquisition cost, he said, cost that is comparable company to company and line to line regardless of the actual method by which business is produced. There has been criticism that expenses such as policy writing, collection and much of advertising as well as others have not been in "acquisition" before and do not belong there, in the casualty expense exhibit.

If the expense group is to be meaningful, it must include for each carrier all expenses reasonably attributable to this activity. For example, many agents write their own policies and receive no special compensation other than the regular commission. Thus policywriting is an indivisible expense for companies operating on this basis. Other policies are written in home or branch offices. Policywriting cannot be an acquisition expense for one division and another kind of expense for others, if expense data is to have comparability on a functional basis. This argument applies to collection expense. For some companies advertising is the principal acquisition cost; others use it to stimulate their production forces to write business, and still others use it for "institutional" purposes. The only practical course is to treat all advertising, with minor exceptions, as acquisition expense.

Production and Supervision

Mr. Morrill said there seemed to be no way to draft rules for uniform application which would define where production ends and supervision begins. How then can companies subdivide percentage commission payments for this purpose, having in mind the diversity in terms and rates of commission in agents' contracts? He agreed that a pure production figure for commissions would be useful and suggested this is an area in which further study and exploration should be fruitful.

His department would be unrealistic, he said, if it expected that every one of the approximately 500 companies subject to regulation 30 would achieve a perfect compliance in the six months time provided by law. It will take time and effort to gain a satisfactory degree of compliance by all. This does not mean that the department will permit a negligent few to frustrate the whole purpose of the regulation. The department is ready to cooperate in every proper way with carriers who want guidance in connection with the regulation, and will provide interpretations and make determinations on request. As a rule these will be on an individual basis and on a specific set of facts rather than of a general or blanket nature.

Meet Ont. Power Shortage

TORONTO—Canadian Underwriters Assn., in the face of the Ontario power shortage, has revised statutory contract conditions to permit certain emergency lighting and heating arrangements without extra charge. This includes the use of gasoline, providing not more than one gallon is kept on the premises. Use of coal oil and kerosene lamps and stoves is permitted without extra charge. When emergency lighting arrangements are made, such as installation of generators driven by internal combustion engines, arrangements can be submitted to the association for approval. Agents must contact the association in cases of stores, warehouses and factories which have policies which do not contain special permits for the use of gasoline and coal oil.



You know which of your clients have mortgages on their homes. Every one of them wants to leave his home free and clear to his family. You can help them do this, and at the same time earn life insurance commissions for yourself.

The Connecticut Mutual's mail advertising plan consistently gets return cards back from 10% of the people to whom its Mortgage Letters are sent. Your clients have confidence in you, your firm, and your judgment. Given leads like these from mail advertising, you can sell Mortgage Cancellation policies to many of them.

The Connecticut Mutual's Mortgage Cancellation Plan is one of the most attractive available: net cost is low;

it provides tailor-made coverage for either long or short term mortgages; proceeds can be cash or income; attractive conversion clause; waiver of premium available.

FREE BOOKLET TELLS HOW

The Connecticut Mutual's booklet, "A Tested Method for Securing Life Insurance Commissions" outlines the plan you need to sell more life insurance. It was prepared specifically for fire and casualty agents and brokers by a company that has for years worked closely with general insurance men. Send today for your copy of this free booklet that can help you earn many hundreds of dollars in additional commissions from your own clients.

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Surety Assn. 40th Anniversary to Be Significant Occasion

Festivities Nov. 18 Will
Accent Accomplishments
and Aims for Future

NEW YORK — Surety Association of America, which is the oldest organization in its field, will observe its fortieth anniversary Nov. 18 with festivities at the Waldorf-Astoria hotel. In addition to executives of the 51 member companies there will be present some of the people of the surety industry who were instrumental in founding the association in 1908, as well as prominent personalities in government, finance and business.

A meeting of the full membership will be held in the afternoon under the chairmanship of Martin W. Lewis, general manager. This will be a business session and will include an address by Dr. Jules Backman, professor of economics, school of commerce, accounts and finance of New York University. Dr. Backman has been conducting an intensive survey of the economics of the surety industry.

A reception will follow and an informal dinner will conclude the observance. R. Howard Bland, chairman of U. S. F. & G., and first chairman in 1927 of Surety Association's modern executive committee, will be toastmaster at the dinner.

Banquet Speakers

Speakers will include Superintendent Dineen of New York; Brig. Gen. Peter A. Feringa, assistant chief of engineers for civil works, corps of engineers, department of the Army, and Dr. Backman.

Among the guests of honor will be F. W. Lafrentz, chairman of American Surety; Charles R. Miller, chairman (retired) of Fidelity & Deposit, and William B. Joyce, former chairman of the National Surety, all of whom took leading roles in the founding of Surety Association in 1908. It is expected that other guests will be the insurance commissioners of nearby states, among them Harrington of Massachusetts; Bowles of Virginia, and Allyn of Connecticut, as well as the deputies of Maryland and New Jersey.

Surety Association was established as a means of stabilizing the business and developing under normal conditions its rate and underwriting structure. The young surety business had been endangered by unsound underwriting, and competitive practices, and the association was organized primarily to put it back on a healthy basis.

The federal government, insurance commissioners, and surety companies cooperated in giving impetus to the formation of the association, and during its 40 years it has exercised functions designed to improve the service of the surety companies in the public interest.

Merger Effect in 1947

A major step was taken in 1947, when Surety Association of America and Towner Rating Bureau, organized in 1909, were consolidated, with the association thenceforth exercising both bond form and rate making functions. The merger was undertaken in order to increase efficiency, improve the services rendered by the surety industry to the

Explore Legality of Group Retention Agreements in N. Y.

NEW YORK—On call of the New York department between 60 and 70 representatives of the group life and accident and health industry met here last week to explore the use by the industry of advance guarantees that the companies will retain only a certain percentage of the premiums for expenses, contingent surplus and benefit payments. Deputy Superintendent Raymond Harris conducted the session, which was informal and exploratory in character.

Comments at the meeting indicated that use of retention agreements is increasing, particularly with larger customers. There the process is for brokers to invite bids from insurers. The insurer offers a guarantee or an estimate that it will return a certain percentage of the premium dollar to the insured in the form of benefits. The retention might be 15%. It has been as low as 10%. One company has a retrospective arrangement and this is part of the policy. This company is in the casualty field and has a precedent in that line for retrospective treatment of the premium. The approach of mutual companies is to give a dividend illustration which the company does not guarantee. There are certain reservations in connection with their proposals.

The use of retention agreements is more prevalent in A. & H. than in life insurance. Some casualty companies are interested and many of these were represented at the hearing.

The question is whether the practice is discriminatory, whether it is justified by the facts in each case.

public, and facilitate regulation by supervisory authorities.

Rate manuals printed by fidelity and surety companies for their agents consisted, until 1908, of a few pages, and the rates contained therein were rarely observed. Competitive practices were sharp; underwriting methods were frequently unsound, with some companies writing risks for more than their combined capital and surplus; the financial condition of many of the companies was doubtful, and some had gone into bankruptcy. Claims were piling up against the companies which many were unable to pay, because the premiums they had charged were pitifully inadequate as a result of competitive practices.

Correction Program Succeeds

A broad scale correction of unsound practices was attempted, and because of the serious nature of the situation confronting the surety companies and the stakes at issue, it succeeded.

The first steps were taken at the insurance commissioners' convention at Washington in 1906. Company executives there requested the support of the state officials in applying remedial measures. As a consequence, a small group of commissioners, headed by Col. Joseph Button of Virginia, made a painstaking examination of the surety companies, locating weak financial spots and unhealthy underwriting conditions. Several companies were compelled to liquidate because their finances were in an impossible state.

At the 1908 convention of commissioners, a nine-man fidelity-surety committee was set up and assigned the task of formulating a program of uniform laws and regulations covering capital required, character of assets, special deposits, salvage, indemnity collateral, loss reserves, unearned premiums, adequate (CONTINUED ON PAGE 26)

Weigh Portents of Election for Group Sales Future

It is too early to measure the effect of the national election upon group insurance sales, but insurance people feel there will be some dampening of the market during what is generally the biggest month of the year, December. Already noted by the group men is a psychological tightening of the purse strings on the part of business men who feel that their profits stand to be considerably curtailed. Many an employer has the attitude that right now he doesn't want to spend the money on his employees, because through legislation and bargaining they will be getting a lot more in fringe benefits soon.

The election has already made itself felt in the states where compulsory disability insurance has become an increased possibility, if not a probability, because of election results. A number of employers are indicating that they wish to do nothing about group disability coverage until they find out what the state legislation compels them to do. As a matter of fact, there are a number of group insurance men who think this attitude is reasonable and who are actually advising the employers to withhold installation of group disability coverage until the pattern of compulsory disability legislation shapes up in the individual states. The group men are stressing to these employers the advantages of insurance with private insurers in the event of passage of such laws.

The prospect of some form of excess profits tax being put into effect upon corporations, has given rise to the speculation that this may again be a factor in increasing the sale of pension and group plans. Corporation profits might be expected to be diverted into these channels rather than to the federal government.

Eye Federal Social Trends

The group insurance people, along with all others in the industry, will keep an interested eye on increases in social security and possible national disability or hospitalization legislation. They do not feel that such events will have bearing on the sales of group insurance unless they are carried to extreme lengths.

The group insurance men expect the labor unions, whose position has been enhanced by the election, will be more vociferous than ever in demands for group and pension cover. There have even been some rumors that in any move on inflation, the government may reinstate some of the wartime freezes of wages and salaries, at least in certain categories. Such a move would throw increased labor union emphasis upon demands for fringe benefits such as insurance.

All in all, the group men do not look for any long range diminution of activity. UCD legislation would mean a great boom in the sale of group disability. Labor union pressure and the realization on the part of the employers that the temper of the public is for more social benefits from government and industry, will undoubtedly keep group sales at a high level.

World Bank Correction

Due to elliptical editing, the article in the Nov. 4 edition, page 28, made it appear that the financial statement of the World Bank discloses that the bank carries a blanket accident travel policy on its officers and employees with Commercial Casualty. Actually, the financial statement didn't name the company, but merely disclosed certain amounts paid for insurance within a certain period.

Await FTC Call of Mail Order Trade Practice Conference

Lines Are Now Clear
for Going Ahead
with Program

WASHINGTON—Early announcement is expected from the federal trade commission calling a trade practice conference for mail order insurance interests. Such a conference was requested several months ago by Wendell Berge, counsel for Insurance Advertisers Assn.

While no formal meeting has been scheduled between FTC officials and the committee representing National Assn. of Insurance Commissioners, it is understood their representatives have been in consultation with each other, and the lines are described as now clear for going ahead with plans for the trade practice conference.

State commissioners may come in then and either oppose the projected fair trade practice rules, or possibly even question the FTC jurisdiction. However, such prospect does not worry FTC or mail order representatives apparently.

Ready to Report on Study of Cost By Size of Risk

The subcommittee on cost by size of risk of the workmen's compensation committee of National Assn. of Insurance Commissioners at its meeting at New York prepared a report for submission to Commissioner McCormick of Tennessee, the W. C. committee chairman.

The subcommittee named Paul Benbrook of Texas chairman. Other members are Lloyd Yaudes, Wisconsin; Joseph Collins and James Higgins of New York, with Arthur Bailey, chief casualty actuary of the New York department as adviser.

Mr. Benbrook expressed the group's appreciation for the work of the New York department, particularly the field studies and the report of Mr. Bailey. These efforts, he said, speeded up the program of the subcommittee by several years.

Another Decision for Subrogee in U. S. Tort Act

The second U. S. circuit court of appeals at New York has given a decision holding that insurance companies, as subrogees, have equal rights with original claimants, under the federal tort claims act of 1946. This issue has not yet been decided by the U. S. Supreme Court. There have been a number of circuit court of appeals decisions on both sides, but with the strongest decisions apparently favoring the position of the subrogee. Here Peter Campbell, an employee of the Federal Reserve Bank, was injured by a falling mail sack and Aetna Casualty, that handled the workmen's compensation claim, brought the action alleging negligence on the part of government employees.

The lower court decision went against Aetna Casualty.

J. B. Lamb has been named general agent of American Credit Indemnity in charge of Ohio and part of West Virginia. He has been in the company's Cleveland branch for 15 years.

TDB Regulations Issued in N. J.

The disability benefits division of New Jersey unemployment compensation commission has issued regulations on the temporary disability benefits law, covering private plans for insuring such benefits. The law goes into effect Jan. 1, and most of the companies planning to write the business have to secure approval of their insuring plans.

A plan may be submitted to workers for their approval by ballot or otherwise. If there is a bargaining agent, the agent can request a ballot. In the absence of that request the normal enrollment procedure used by group writing companies would be followed. Originally the regulations only provided for ballots. Final regulations provide for either.

If employees wish to terminate a private plan they can do so by ballot if 10% ask for it.

Can't Include Other Benefits

Hospitalization and other types of insurance or benefits over and beyond those contemplated in the TDB act may not be written into a private plan. They must be set up separately. Companies had planned to offer these additional

benefits in connection with the TDB plan. This does not preclude an increase in benefits from loss of time from work while in the hospital.

The final regulations permit the exclusion of part time employees and probationary employees if the exclusion of them is not selective against the state.

The regulations provide that the employer may pay benefits at the intervals that the employer customarily pays wages. Earlier, the commission had considered rigid weekly benefit payments.

Securing Commission Consent

Companies must secure the consent of the commission if employee benefits are reduced or contributions increased, even though either goes below or above the state plan level.

Originally the commission was inclined to prohibit modifications without its prior approval, but this was challenged as an administrative burden by the insurance industry.

Under the non-profit provisions of the regulations, no employer, union, or association representing employers or any person on behalf of them shall institute or administer provisions of a private plan to derive any profit therefrom.

If an employee has more than one job, one under a state plan, the private plan

must assume all liability. If more than one private plan is assuming liability, each pays its own scale of benefits, but if the two combined add up to less than what the state would have paid alone each can take each others' benefits into consideration in raising benefits to the state plan level.

The rules for cancelling the risk are that 15 days' notice must be given the commission on termination for non-payment of premiums. A 60-day notice is required for termination for any other reason.

If employees are required to contribute to the cost of a private plan, the employer must submit to the employees a written brief summary of the plan, including the weekly benefit rate, the maximum amount and duration of benefits, and the amount of employee contribution.

The employer must maintain for a year a record of proof that employees have consented to a private plan.

UCD States Train Army of Group Men for Future Roles

The regional group staffs of many companies have been seriously depleted by temporary assignment of an army of group men to New Jersey and California to handle the compulsory disability rush. But the harried regional managers paradoxically are happy about the situation, because when their men return from temporary duty, they will bring back invaluable experience. The election makes it highly possible that similar compulsory legislation will be installed next year in several additional states. If the insurance companies were not set up to handle this business through men trained in New Jersey and California they might be swamped.

Many of the companies have established "second home offices" in New Jersey and filled them with group service and sales men, and home office underwriters and executives, most of them on temporary duty. Trainees who normally would still be "under the wing" in the home office or one of the branch offices, have been put on their own important assignments in New Jersey. It will take on-the-spot staffs some weeks to get out from under the results of such great sales activity. Larger staffs may have to be trained in the states permanently.

At the same time, skeleton group staffs in the other industrial states are staggering under far better than normal business. Their men are returning slowly from the compulsory states. Their hope is that by the end of the month, when the peak of group writings normally are reached, most of their men will be returned.

An interesting feature is that California and New Jersey, which have always been fairly good group states, are now accounting for a much larger percentage of new group business written than ever before. In one company, where these two states combined accounted for 5% of new cases written, now over 50% of the number of cases written are in the two compulsory states and at least 50% of the volume.

Many of the regional group managers themselves have participated in the New Jersey operation, at least briefly, and members of their staffs have been there for weeks. All these men will return to their home territories, well posted on the operations. The number of trainees thrown into the breach will have amassed experience within a few weeks that it might take them years to accumulate under normal conditions.

Ewing Sees Good Prospects for Compulsory Health Plan

WASHINGTON—Oscar R. Ewing, federal security administrator, has stated that return of the Democratic administration and Congress to power greatly increases the prospect of positive action on President Truman's 10-year national health program, including basically national compulsory health insurance and greatly expanded medical services. Health insurance would be financed initially by a tax on workers' earnings up to \$4,800 a year, according to the plan, with the prospect of government contributions later on from general revenue funds.

Mr. Ewing sees prospects for favorable action on extension of social security coverage to groups now excluded, coupled with increased benefits, both of which have been recommended by the President and FSA.

Mr. Ewing said the incoming Congress will "undoubtedly be more sympathetic" than the expiring Congress to the program for creating a cabinet department of health, security and education. Bills to establish such a department were introduced by several members of Congress during the past two years.



Co-Ordination Makes A Winner

A champion bowler is the picture of co-ordination from the time he or she steps to the line until the ball is racing down the alley for a strike. HAWKEYE - SECURITY and their Agents are a smoothly functioning team . . . all working to build Agents' sales and increase their premium income. Every department of the HAWKEYE-SECURITY companies is co-ordinated to aid Agents . . . to work for them and the "team."

HAWKEYE CASUALTY CO.
SECURITY FIRE INS. CO.

DES MOINES 7, IOWA

Premiums Are Up 26%

Farm Mutual Automobile of Ohio reports an increase in assets of 21.1% to a total of \$35,312,172, during the first nine months. Premiums written amounted to \$26,428,753, an increase of 26.3%.

Farm Bureau Mutual Fire reported a rise of 24% in premiums written. Assets rose to \$5,794,661, an increase of 16.4%.

Non-Admitted Issue in Ohio

COLUMBUS—George F. Brown of Chicago, a non-resident broker, has appealed to the common pleas court here a ruling of the state division of insurance revoking his license. The allegation pertains to activities in behalf of a non-admitted insurance market.

Ralph L. Priest has been named resident manager at Los Angeles by New Amsterdam Casualty, succeeding Russell B. Taylor, who has been transferred to the home office in an executive capacity. Mr. Priest formerly was in charge of the Arizona office of Royal Liverpool.

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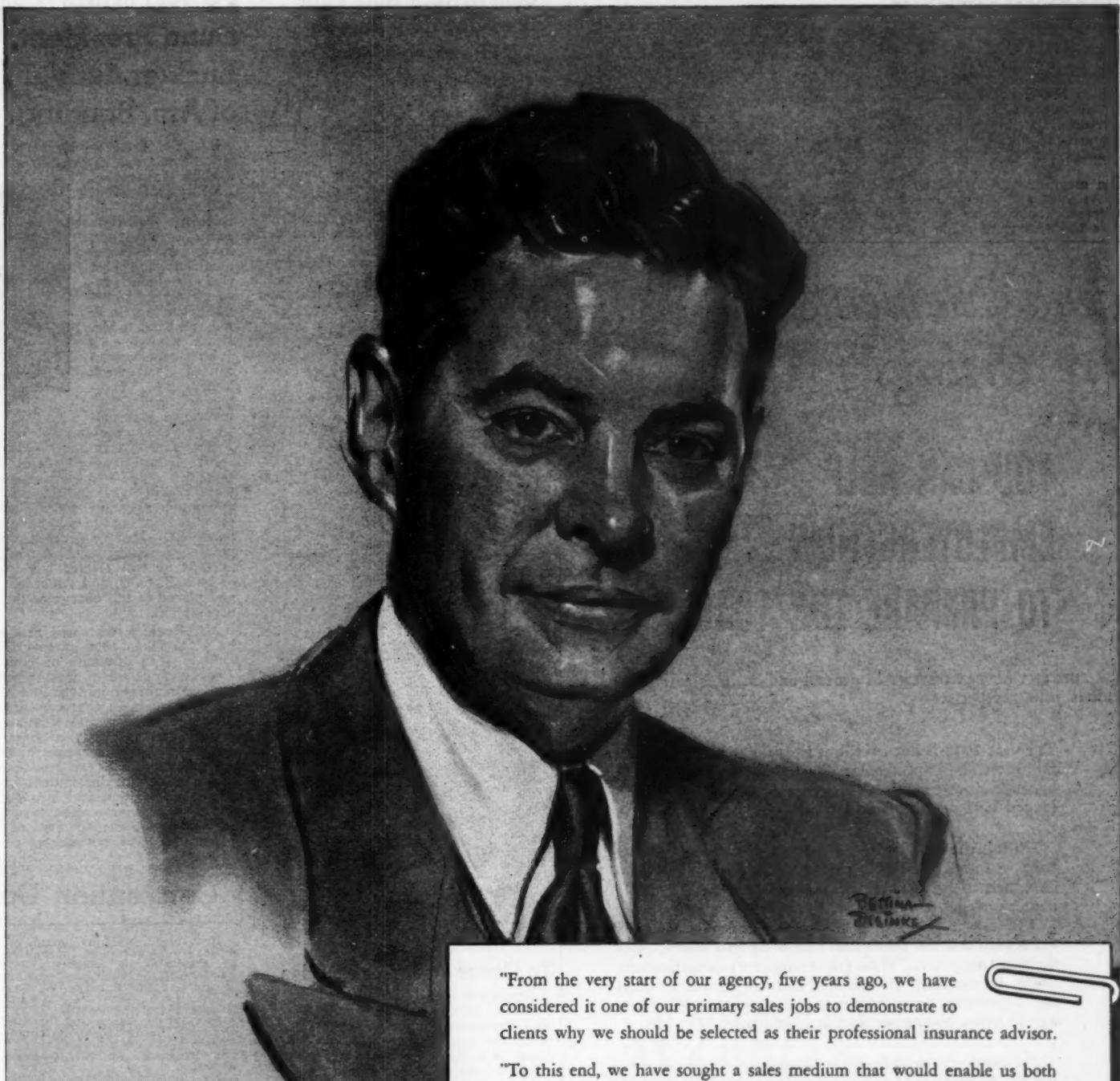
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Trahern F. Ogilby

Trahern F. Ogilby Insurance Agency
Rockford, Illinois

"From the very start of our agency, five years ago, we have
considered it one of our primary sales jobs to demonstrate to
clients why we should be selected as their professional insurance advisor.

"To this end, we have sought a sales medium that would enable us both
to sell our services on a professional basis and, later, to deliver what we
had sold.

"The Aetna Plan has been the answer. The Plan not only has enabled us to
serve our clients in a professional manner and break into Mutual accounts
of long standing, but it has definitely increased our earnings. To date, 16
Personal and 35 Commercial Aetna Plans have been responsible for adding
nearly \$38,000 in new business to our books. We like it!"

Trahern F. Ogilby

ÆTNA CASUALTY AND SURETY COMPANY



AFFILIATED COMPANIES: ÆTNA LIFE INSURANCE COMPANY
AUTOMOBILE INSURANCE COMPANY STANDARD FIRE INSURANCE COMPANY

HARTFORD 15, CONNECTICUT

BUSINESS
BUILDERS

American Surety Managers Have Conference at N. Y.

American Surety has concluded a five-day branch office managers' conference at New York. Welcoming addresses were given by F. W. Lafrentz, chairman of American Surety; A. F. Lafrentz, president American Surety, and W. E. McKell, president of New York Casualty. Managers from 38 cities participated.

The first meeting was opened by Mr. McKell. At this and succeeding sessions, addresses concerning phases of the group's business were made by ex-

ecutives and department heads, followed by discussion periods. Included in the program was a visit to the statistical department to witness a demonstration of modern statistical methods. A feature of the meetings was an open forum which began with a breakfast on the concluding day.

Malcolm-Smith Is Speaker

George Malcolm-Smith, assistant manager of Travelers' publicity department, spoke Nov. 9 at a luncheon meeting of Hartford Assn. of A. & H. Underwriters.

Embezzlements are Rising!

YOU CAN HELP EMPLOYERS NOW TO PREPARE FOR 1949

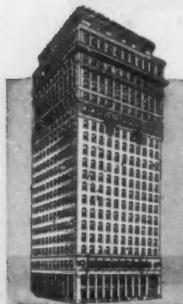
OUR CURRENT ADVERTISEMENT in general and business magazines reminds your prospects:

The year 1948 is not over, but thus far it has revealed a rising trend in spectacular embezzlements, not only in banks but in other businesses. Some of these have exceeded half a million dollars.

During the past two years, among banks alone, there were 37 losses of over \$25,000 which averaged \$144,000 each, according to an article in "Business Week". These bank shortages were concealed for periods ranging from less than a year to 20 years. "The concealment factor is the reason that the losses don't show up in a hurry," says the same magazine. "If he (the embezzler) is particularly adept, he can keep all this well-hidden for years." And our experience shows that it is easier to conceal a shortage in other businesses than it is in banks.

No employer need fear long-concealed shortages if he has the protection of our modern DISCOVERY BOND, which reimburses for losses *discovered* while the bond is in force, regardless of when the bonded employee began to embezzle!

As the year 1949 approaches, you as an Agent or Broker can render a distinct service by calling the attention of employers to the importance of being protected against loss through embezzlement. Our bonds on employees (Blanket, Discovery and all other forms) automatically include our Loss Prevention Service — an effective aid in preventing shortages. For further information write our Agency & Production Department.



AMERICAN SURETY GROUP

AMERICAN SURETY COMPANY
NEW YORK CASUALTY COMPANY
SURETY FIRE INSURANCE COMPANY

Casualty • Surety • Automobile • Inland Marine

100 Broadway, New York 5, N. Y.

Youth Drivers' Rate Plan Voted Down by Bureau

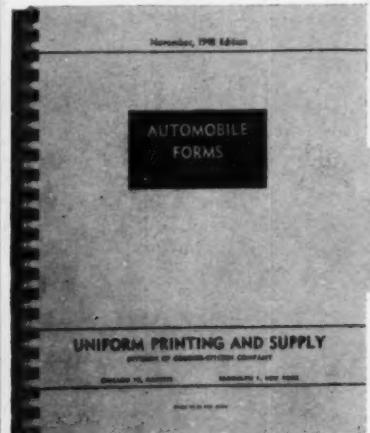
BOSTON—The governing committee of Massachusetts Automobile Rating and Accident Prevention Bureau voted 8 to 2 not to approve the suggested rating of car drivers 25 years old and under in this state, under a special schedule for 1949.

Objection has been voiced to the age-and-use plan by agents who complain that the compilation of statistics will create a considerable job. This year it would be particularly impractical since a great majority of the cars have been registered for 1949.

In addition Commissioner Harrington desires considerable more data from the companies before considering the matter.

150 Items in Auto Liability Forms Catalog

More than 150 standard endorsement forms are now being made available for automobile liability policies and are reproduced in a catalog indexed for reference. These are "standard language" forms as promulgated by casualty insurance company organizations.



They are manufactured in large quantities and carried in stock by Uniform Printing & Supply Division at Brooklyn and in Chicago.

To Cover Labor-Crop Loss

Application has been made by Agricultural Interinsurance Exchange of San Francisco to the California department for a permit to organize a reciprocal to write insurance against loss of crops through labor disturbances. Agricultural Insurance Corp., is attorney-in-fact. Attorney Bert Levitt of San Francisco made the filing.

Statisticians to Confer

A meeting for statisticians and underwriters of member companies has been scheduled for the Sherman hotel, Chicago, Nov. 16 by Midwestern Independent Statistical Service. The discussion will be conducted by S. Alexander Bell of Chicago, the manager.

"Comp" Book Supplement

The insurance department of U. S. Chamber of Commerce has issued a 1948 supplement to its "Analysis of Provisions of Workmen's Compensation Laws and Discussion of Coverages." This sets forth changes in compensation laws made by the 1948 legislative sessions. It contains 14 charts supplementing similar charts in the original brochure. It also contains an analysis of the Mississippi compensation act to become effective Jan. 1, 1949.

Copies are offered free to those who previously purchased the complete analysis brochure. The two publications are available for 35 cents.

North American Life & Casualty has been licensed in Virginia.

J. G. YOST RETIRES

Dunn President, Buckler, 1st V.P. of Am. Bonding

BALTIMORE — Herbert L. Dunn, for several years vice-president and agency manager of Fidelity & Deposit, and Donald L. Buckler, associate agency manager, have been elected president and first vice-president, respectively, of American Bonding, F. & D. affiliate. Mr. Dunn succeeds John G. Yost, who retired last week under the companies' retirement insurance plan, after 45 years of combined service with F. & D. and its running mate.

Mr. Dunn has been with F. & D. since 1911. He was elected an assistant treasurer in 1920 and in 1927 he was appointed assistant to the then vice-president in charge of the agency department. He was subsequently appointed assistant agency manager and in 1934 he was elected a vice-president of both F. & D. and American Bonding and placed in full charge of their agency department.

Mr. Buckler, who was first employed by F. & D. in 1928 as special agent at Buffalo, is a graduate of University of Pennsylvania. He was promoted to Buffalo manager in 1933 and after serving two years in that capacity was advanced to manager at Boston. In 1937 he was called into the home office to serve as assistant manager of the agency department. He was made associate manager of the department in 1946.

Both Mr. Dunn and Mr. Buckler will continue in their former capacities with respect to the management of the companies' agency department.



J. G. Yost

Convention Dates

Nov. 11-12, National Assn. of Casualty & Surety Agents and International Assn. of Casualty & Surety Underwriters joint annual meetings, Greenbrier Hotel, White Sulphur Springs, W. Va.
Nov. 14-16, Kentucky Agents, annual Brown Hotel, Louisville.
Nov. 16-18, Maryland Agents, annual Lord Baltimore Hotel, Baltimore.
Nov. 17-18, National Assn. of Independent Insurers, annual, Congress Hotel, Chicago.
Nov. 19, Casualty Actuarial Society, annual, Hotel Biltmore, New York.
Nov. 22-24, Wisconsin Agents, annual Hotel Schroeder, Milwaukee.
Nov. 22-24, Indiana Agents, annual Claypool Hotel, Indianapolis.
Dec. 2-3, American Management Assn. insurance conference, Drake Hotel, Chicago.
Dec. 6, Arkansas Agents, midyear, Hotel Lafayette, Little Rock.
Dec. 12-17, National Assn. of Insurance Commissioners, midyear, Hotel Commodore, N. Y.
Dec. 16, E.U.A., annual, Hotel Commodore, N. Y.

1949

Jan. 31-Feb. 2, H. & A. Underwriters Conference, midyear, Hotel Stevens, Chicago.
March 14-15, Eastern territorial conference of N.A.I.A., Lord Baltimore Hotel, Baltimore.
March 23-24, Midwest territorial conference of N.A.I.A., French Lick, Ind.
March 25-26, Southern territorial conference of N.A.I.A., Sheraton-Biltmore Hotel, Augusta, Ga.
April 1-2, Rocky Mountain territorial conference of N.A.I.A., Broadmoor Hotel, Colorado Springs.
April 7-8, Far West territorial conference of N.A.I.A., and midyear meeting of N.A.I.A., National Board of State Directors, Fairmont Hotel, San Francisco.
April 21-22, Minnesota agents, midyear, Radisson Hotel, Minneapolis.
May 16-18, American Assn. of Managing General Agents, annual, Commodore Hotel, N. Y.
May 16-19, National Fire Protection Assn., annual, Fairmont Hotel, San Francisco.
May 20-21, Texas agents, annual, Houston.

Nebraska Agents Lay Stress on Better Service

Elect H. R. Walt at Annual Convention in Lincoln

LINCOLN—With emphasis on better service for customers and further promotion of good will among the pub-



R. C. Allgood



H. R. Walt

lic towards the insurance industry, Nebraska Assn. of Insurance Agents staged its annual convention here last week.

Herbert R. Walt, Lincoln, was elected president of the Nebraska association. He succeeds himself, having filled out the unexpired term of George X. Smith, Lincoln, who resigned for business reasons earlier in the year. M. A. Boettcher, Columbus, is first vice-president; Arthur W. Pinkerton, Omaha, second vice-president; Warren R. Barney, Kearney, secretary-treasurer, and Richard E. Stephens, Grand Island, national director. Richard C. Allgood was re-appointed executive secretary-manager with headquarters in Lincoln.

Maurice Herndon's Address

In addition to a number of outstanding talks on an "Insurance Institute" educational panel, the more than 200 registrants heard Maurice G. Herndon, assistant Washington representative of the National association, plead for determination and courage in making forward strides for a better association during the coming years. Commenting on the election results, Mr. Herndon said the insurance industry is very much in the critical eye of the public and it is "incumbent upon all of us in the industry to put our house in order."

Pointing out the important part N.A.I.A. can play in advancing the interests of the industry as private enterprise and preserving the agency system, Mr. Herndon remarked that "around the country, I have found N.A.I.A. is becoming an ever increasing tower of strength. Agents are working more together in their association and the association is now big league, with big league thinking."

He said he believes companies have more at stake than agents. The latter, however, must think in national terms.

Hold "Insurance Institute"

The "insurance institute" was held in three sessions, emphasizing service to the customer, methods of obtaining extra profits, and technical aspects of several lines of coverage.

Eugene F. Gallagher, manager of special services for Standard Accident, discussed surveys, pointing out that if an agent desires a personal income of \$10,000 over and above agency expenses, he must produce business at the rate of \$10 per hour in commissions.

"If the contemplated survey requires three full days," said Mr. Gallagher, "and if the total premium, including

such collateral benefits as may ensue, is less than \$500, it is decidedly questionable if the agent can afford to prepare a formal survey."

Will S. Ellis, assistant manager of Royal at Chicago, reviewed business interruption insurance. He said that A. & H. and business interruption are the two prime mediums of insuring against earnings loss. He listed classes of prospects in the broadened field of business interruption, mentioning non-profit institutions; shows, such as hobby, auto and display; laboratories, dentists' and doctors' offices; architects and public accountants offices; patent holders; schools, colleges; commission salesmen,

chain store managers; loss of contracts; contingent contract.

Mr. Ellis advised the agents to make a new work sheet every year on each customer, make ample projection of future operations, keep a running check by telephone for values, and call the insured for a quarterly or semi-annual check.

Inaugurate Breakfast Session

An innovation at the convention this year was the "early bird breakfast" featuring the farm and small town agents meeting, presided over by Richard E. Stephens, Grand Island. Problems of agents in rural communities were

brought into the open, especially the one of agents being unable to provide hail insurance in the western panhandle of Nebraska, and the lack of available insurance for industries such as long haul trucking lines and alfalfa dehydrating plants.

The consensus at the breakfast was that a great need exists for greater cooperation between agent associations and companies, with the public interest being upheld throughout any discussions.

Several men voiced the opinion that to meet the demand from people who desire coverage that is not now available

(CONTINUED ON PAGE 30)

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OF LONDON, ENGLAND

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REINSURANCE

CASUALTY
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SURETY

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T. L. HAFF, U. S. MANAGER

E. BRANDLI, Asst. U. S. MANAGER

Surety Assn. to Observe 40th Anniversary

(CONTINUED FROM PAGE 21)

rates, and expired bonds on which claim might be made.

Simultaneously, the federal government, through the Treasury Department, was concerned with the practice of some of the companies of executing bonds in a greater amount than their capital and surplus, and the Secretary of the Treasury proposed that a limit be set in writing bonds in favor of the government. He went a step further and declared that any surety company taking on a risk in excess of 10% of its capital and surplus, unless secured over that amount by adequate reinsurance, would be denied the privilege of writing bonds in favor of the government.

Thus the federal government, insurance commissioners, and the surety companies themselves cooperated in preparing the way for the establishment of Surety Association of America—that was to have a salutary effect on many aspects of the business. The founding of that association, according to Col. Button, saved the public from loss of faith in corporate suretyship and saved the companies from bankruptcy and started them on the road to a prosperity of which they never dreamed.

Of the original 13 companies represented at the organization meeting of Surety Association, only six are found in the association's membership today. These are American Bonding, American Surety, Fidelity & Deposit, Massachusetts Bonding, National Surety, and U. S. F. & G. The other seven either went out of business or were reinsured.

At a meeting held less than three weeks after its organization, the association pledged that all its member companies would instruct their agents that under no circumstances should they either directly or indirectly rebate any portion of their commissions on bonds; that measures would be taken to see that such instructions were rigidly enforced and obeyed.

The association at the same meeting determined that only those regularly engaged in the insurance business and properly licensed, should be recognized as brokers, whether or not they operated in a state requiring licenses.

Before the association had reached its first anniversary, it was apparent that the activity of rate making was not germane to its functions. Rates had been handled by a special committee of the

association but when it was determined that classification of risks and determination of rates for each risk or classification were functions that should be exercised by an independent body, Tower Rating Bureau was organized, beginning operations in 1909, with Rutherford H. Tower as president. Surety Association thenceforth confined itself to its primary objectives—establishing uniform procedures, standard bond forms, and cooperative effort in meeting surety problems.

The association had no headquarters until 1911 when offices were established at 55 Liberty street, New York.

Establish Paid President

In 1911 the association's administration was altered in conformity with the new constitution, which provided for a paid president who would give his full time to the task of running the affairs of the association. H. H. Stryker, until then with American Bonding, was elected to that position. In 1912, the association elected a paid secretary-treasurer and provided for the election of a presiding officer for each meeting.

During the years immediately preceding 1925, it became increasingly apparent that the organization of Surety Association should be revised in the interest of more effective handling of the many involved problems. Meetings of the association as a whole were being held frequently; agenda were lengthy and included such controversial items as legislation, multiple agencies, commission contracts, as well as numerous other matters affecting the regulation and supervision of individual lines of business.

Because of the serious nature of the problems calling for solution, and the rapidly growing membership in the association, in addition to the difficulty of representatives of many of the member companies in attending out-of-town meetings, the constitution was again revised in 1926 providing for an executive committee of broad powers. This committee has since then, with increase both of powers and personnel, acted for the association in determining policy and in administering the association's affairs. R. Howard Bland, now chairman of U. S. F. & G., was first chairman in 1927 of the modern executive committee.

Also the functions of the association are exercised by a number of divisions, advisory committees, and standing committees. Of these, the most important are the divisions on blanket bonds for financial institutions; public official bonds; contract bonds; court and judicial bonds; fidelity (blanket and schedule) and forgery bonds, and legal and claims. The burden of association work in developing forms and in meeting the justified requirements of insured is shared by these divisions and committees.

Placing of TDB Worries Brokers with N. J. Clients

Brokers who have workmen's compensation insured in New Jersey are concerned with the problem of writing and placing cash sickness coverage because not all casualty companies are writing temporary disability benefits cover in the state. Promotion drives of some casualty carriers are urging producers who have written compensation in the carrier to write and place the TDB with them also.

With life companies far exceeding the number of casualty companies writing the business the brokers are being forced to find new markets for TDB. With the business being pushed at a fast pace in the state, many brokers find their accounts wide open to solicitation from other producers who have the carriers to write the business.

Hear Okla. Congressman

Congressman Mike Monroney spoke at the November meeting of Oklahoma A. & H. Assn. Monday noon. He gave an analysis of pending social security legislation.

Several Changes in Commissioners

(CONTINUED FROM PAGE 1)

new head of the state department of commerce, of which the insurance division is a part. Insurance men are speculating on who will be the new superintendent, but few names are being mentioned openly. In the previous Lausche administration Walter Dressel, now associate counsel of Motorists Mutual of Columbus, was superintendent. In the campaign this fall many local agents campaigned for Mr. Lausche. Insurance legislation will be watched with more than passing interest. It has been charged that certain insurance legislation favored by insurance organizations was defeated two years ago at the instance of the Herbert administration. Undoubtedly bills covering this legislation will be introduced at the coming session, which will open in January.

Friends of John F. Cantwell of Youngstown, minority leader of the house of representatives, had proposed him for insurance superintendent in the event of Lausche's election. Now, that the house is to be controlled by the Democrats, it has been suggested that he run for speaker of the house instead. Cantwell is an insurance man. James Carney, a member of the house from Cleveland, also has been proposed for speaker. E. H. Hanhart of Dover, an insurance agent and chairman of the Democratic state committee, also has been suggested in connection with the superintendency of insurance, but it is doubtful, it is said, that he would accept the position. Charles R. Scott, a member of the state fire marshal's office, has been mentioned for state fire marshal. He has been active in the governor's fire prevention movement.

ALLYN HAS CLAIM TO 1951

HARTFORD—Election of Democratic Governor Chester Bowles is expected to have no immediate effect on Col. W. Ellery Allyn, insurance commissioner, long identified with the Republican party. Several other commissionerships are due to be vacated in the near future, and presumably filled with Democrats. But Commissioner Allyn, now in his second four-year term, is sure of his office until July 1, 1951, if he wants it. He has given no indication that he doesn't.

Commissioner Allyn was first appointed by Raymond E. Baldwin in 1943. He was renamed to the post last year by the late Governor James L. McConaughy.

Mr. Allyn was in St. Francis Hospital here for a few days recently with an attack of low blood pressure. He was taken to the hospital one night after becoming ill at his room in Hotel Bond. His condition was not serious at any time, according to his physician.

MCCORMACK TO RETIRE

NASHVILLE—James M. McCormack, Tennessee's insurance commissioner for the past 11 years, announced to those attending the convention of Tennessee Assn. of Insurance Agents, four days before the state election, brought in a new administration headed by Gordon Browning, that he will not be up for reappointment. His term will not end until the administration changes Jan. 20. Mr. McCormack is a past president of National Assn. of Insurance Commissioners. He is also commissioner of banking. Mr. McCormack came to Nashville from Memphis where he was associated with a general insurance agency. His future plans have not been revealed.

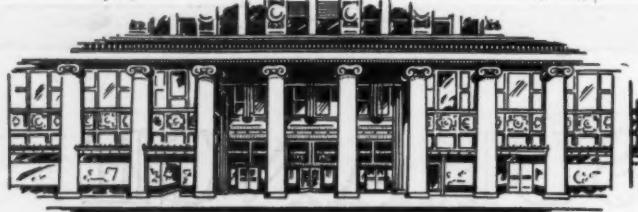
Walter Britton, a life insurance agent at Knoxville, is being most frequently mentioned as the probable choice of Gov.-elect Browning for insurance commissioner. Many doubt that Britton will accept if offered the place.

IOWA SITUATION

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XUM

November 11, 1948

ance commissioner Charles R. Fischer is expected to play an important part in Iowa's next administration, having served as campaign manager, both in the primary and general election, for Gov.-elect William S. Beardsley.

Beardsley, a Republican, won out, although Iowa went for President Truman and elected a Democratic U. S. Senator. Fischer is given credit in a large way for the success of Beardsley. Fischer was replaced as insurance commissioner on July 1, 1947 by Sterling Alexander who was appointed by Gov. Robert D. Blue, who sought reelection but was defeated by Beardsley in the primary. Alexander is serving a four-year term so that he will not be affected by the outcome of the election.

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KRUEGER REELECTED

BISMARCK—The North Dakota election for insurance commissioner apparently was heavily in favor of Walter Krueger, the Republican incumbent. The election bureaus have quit tabulating returns and the final vote will not be known until after the canvassing board meets.

In 13 counties out of 53 Mr. Krueger received 35,995 votes and his opponent 18,848. It appears that the other counties will go approximately the same way as these 13.

KANSAN IS REELECTED

WICHITA—Frank Sullivan, Kansas insurance commissioner, was reelected to his second term with a good margin over the runner up, Democrat Robert G. Mosier of Manhattan. Other contestants were George F. C. Hoerner, Progressive, and Ewald A. Seltmann, socialist.

SEE NO CHANGE IN MO.

ST. LOUIS—Forrest Smith, the Democratic candidate for Missouri governor, won by a majority well over 200,000, and it appears that Insurance Superintendent Owen G. Jackson, a Democrat, will continue in that position.

HARRINGTON SAFE TO '50

BOSTON—The ousting of every state official by the recent Democratic landslide in Massachusetts will probably have no immediate result on the position of Commissioner of Insurance Charles F. J. Harrington, inasmuch as his third term in office has still two years to run.

He was appointed by a Democratic governor, in 1938 reappointed by a Republican governor and given a third term by a Democratic governor.

Commissioner Harrington has many stalwart friends among the Boston insurance fraternity and they may be relied upon to exert all possible pressure for his reappointment. In fact it

is understood a very definite campaign has already been started to bring about his reappointment two years hence.

DAVID FORBES IS SAFE

LANSING—Defeat of Michigan's Republican governor, Kim Sigler, in all likelihood will make no change in administration of the state insurance department. Largely due to the efforts of Michigan Assn. of Insurance Agents and other admirers of Commissioner David A. Forbes, the 1947 legislature enacted a law fixing the commissioner's term at four years and Gov. Sigler reappointed Forbes under that statute. Mr. Forbes is the prospective president of National Assn. of Insurance Commissioners.

It is considered most unlikely that G. Mennen Williams, the new governor, would attempt to unseat Mr. Forbes merely to provide a patronage place for a Democratic aspirant. All other officials in the department, with the exception of the first deputy, are under civil service and may not be removed except for cause and after hearing.

Among the Republican legislators defeated was Rep. Louis J. Freye, prominent Muskegon agent and long-time member of the house insurance committee. The senate insurance committee

chairman, Sen. Robert J. Hamilton, Battle Creek agent, did not seek reelection. Leo H. Roy, Hancock agent and a Republican, was among the successful candidates for the house. Rep. Thomas Morgan, Battle Creek life agent, also a Republican, was reelected.

N. Y. Surety Underwriters Reelect All Officers

The fall elections returned to office the entire slate of Surety Underwriters' Assn. of the City of New York. Putnam L. Crafts, Home Indemnity, is president; Rankin Martin, Standard Accident, vice-president, and Daniel Monaghan, Home Indemnity, secretary-treasurer.

Members of the executive committee, also re-elected, are Tracy R. Clute, Globe Indemnity; E. D. Sadler, American Surety; Philip Saffer, U. S. Fidelity and Guaranty; John P. Madigan, Maryland Casualty, and Ashby C. Taylor, Fidelity and Deposit. The nominating committee comprised J. B. Duke, New Amsterdam Casualty; H. F. O'Malley, Aetna Casualty, and Mr. Madigan.

A memorial tribute was paid to the late Joseph Donohue, who was manager for National Surety's New York metropolitan office.

A new membership peak has been

reached by the association, it was reported, with a present total of 140.

Underwriting problems of the bonding business were discussed in an open meeting, with an analysis of probable effects of the recent national elections upon the business.

J. L. Ullman Slated at N. Y.

A. & H. Club of New York will hold election at its Nov. 18 dinner meeting, the nominating committee slate being: President, J. L. Ullman of W. L. Perrin & Son, general agency of Continental Casualty; vice-presidents, R. W. Fairbanks, U. S. Life, D. G. Parker, Accident & Casualty, and C. M. Cronin, Travelers; secretary, P. D. Cross, Phoenix Indemnity; assistant secretary, E. G. Finneran, Preferred Accident; treasurer, K. J. MacDonald, Hartford A. & I.; assistant treasurer, E. L. Tuohy, Metropolitan Life.

Auto Owners to Build

Auto Owners of Lansing announces plans for construction of a modern, six-ed plans for construction of a modern, six-story building near the state office building. The new home office will permit consolidation of activities now carried on at five different locations in Lansing. It will contain 80,000 square feet of floor space.

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Mutual Benefit Veterans Retire

Two veteran executives of Mutual Benefit H. & A., Vice-president S. C. Carroll and Claim Supervisor Edward O'Keeffe, retired Nov. 1.

Mr. Carroll, who is an attorney, joined Mutual Benefit in 1923, after several years with the Kansas department as deputy commissioner. He was appointed special assistant to Dr. C. C. Criss, president and founder of the company, and continued in that capacity until 1940, when he was made vice-president.

He has been active in H. & A. Underwriters Conference for many years and in 1938 was elected its president. This year he was appointed a member of the advisory committee of the conference. He was at one time chairman of the insurance executives committee of the Omaha Chamber of Commerce.

Mr. O'Keeffe entered insurance work as a claim adjuster in 1918 and in 1925 went with Mutual Benefit in that capacity, handling claims in five southern states. In 1930 he moved to the home office in Omaha and for 18 years has held the position of claim supervisor.



S. C. Carroll

COMPANIES Co-op Fleet Is Now Integrated with 3 Units

An integrated insurance fleet, covering automobile, fire and life insurance under the cooperative banner, has now been completed at St. Paul with F. F. Rondeau as general manager. The company units are now American Farmers Mutual Automobile, Mutual Service Life, and Central Mutual Fire. The headquarters are at 1925 University avenue, St. Paul. This was the home office of American Farmers Mutual and an addition has been constructed at a cost of some \$200,000. Additions to the staff will be made by absorbing certain personnel from the Milwaukee office of the former Cooperative Insurance Mutual. By Dec. 1 it is expected there will be 160 home office employees and 1,000 agents.

The final step in perfecting this organization was the merger of Cooperative Insurance Mutual into American Farmers Mutual Automobile.

American Farmers now has assets of \$3,200,000 and surplus of about \$737,000. In September American Farmers established a guaranty fund of \$375,000 so as to be able to issue non-assessable policies in Minnesota, Wisconsin, North and South Dakota.

American Farmers in 1944 entered into an agreement for common management with Cooperators Life Assn. of St. Paul, Cooperators Life Mutual of Milwaukee, Cooperators Insurance Mutual and Central Mutual Fire of Superior, Wis.

The merger of the life insurance units into a single institution was completed about a year ago. The executive office of Central Mutual Fire was transferred to St. Paul also in 1947 and now the automobile operations have been simplified into single company.

Texas Sales Congress Setup

The Texas A. & H. sales congresses, to be held at Dallas Dec. 7, San Antonio Dec. 8 and Houston Dec. 9, form part of a series with the one at Oklahoma City, the program for which was announced last week, and will have the same speakers: V. J. Skutt, Mutual Benefit H. & A.; C. B. Stumpf, 1st vice-president, and Wesley J. A. Jones, assistant executive secretary of National Assn. of A. & H. Underwriters, and Earl Putnam, president Canada H. & A.

Porter Bywaters, Employers Casualty, Dallas, chairman executive committee of the Texas association, will be general chairman for the congresses. In addition to the three host associations, those at Amarillo, Austin, Corpus Christi, Fort Worth, Lubbock and Waco will participate.

Panel at H. & A. Regional

MINNEAPOLIS. — A panel discussion that covered a wide range of questions having to do with the A. & H. business was the highlight of the regional meeting of H. & A. Underwriters Conference here.

About 45 company representatives from six states participated in the all-day meeting which covered such subjects as insurance regulation, small group and franchise insurance, revisions of standard provisions and recent developments in accident and health reporting form.

H. P. Skoglund of North American Life & Casualty presided.

Analyze Sales Factors

Personal analysis of insurance salesmanship factors featured the November luncheon meeting of A. & H. Underwriters of Milwaukee. The motion picture, "Autopsy of the Lost Sale," was shown and members filled out personal analysis cards, after which President A. L. Anderson conducted a round table discussion of the subject.

Ellis Des Moines G. A.

Donald B. Ellis, who has been with the Lester S. Ellis agency of Paul Revere Life and Massachusetts Protective at Milwaukee as district agent for Waukesha, Wis., has been promoted to general agent at Des Moines.

Managers Parley Held

Branch managers of Indemnity of North America, numbering about 17, gathered at the Greenbrier hotel at White Sulphur Springs from Sunday through Wednesday of this week. Most of the top executives were present from the head office and a good many of them are remaining over for the balance of the week for the joint meeting of International Assn. of Casualty & Surety Underwriters and National Assn. of Casualty & Surety Agents. This is an innovation for the Indemnity Company to have a separate gathering of its managers. In the past the meetings of the fire and casualty managers have been held at the same time and place.

Insurance Women of Topeka gave their bosses night dinner Nov. 4 with more than 100 in attendance. It was also the 10th anniversary of the group and a number of charter members were honored. Members presented a comedy skit built around a showing of hats as they might be designed by insurance personnel. An all-time membership of 70 was reported.

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CHANGES IN CASUALTY FIELD

Eckert Promoted to V.P. at Chicago for American Cas.

American Casualty has promoted Harry O. Eckert from director of agencies in the home office to vice-president in charge at Chicago.

Mr. Eckert started his insurance career with Pacific Fire, advancing to manager of the New York brokerage department. Later he joined North America where his activities covered all forms of insurance, and he subsequently became manager at White Plains, N. Y.

Mr. Eckert was originally manager for American Casualty at Syracuse.

The Chicago office supervises Illinois, Indiana and Wisconsin.

Westphal Royal-Liverpool Bond Department Manager

August Westphal has been appointed bonding department manager by Royal-Liverpool, succeeding Frank J. Sayler, who retired Nov. 1. Mr. Westphal has been with the group since 1911, advancing through various positions in the bonding division to supervisor of contract bonds and then in 1947 to assistant manager of the department.

B. E. Joline has been promoted from assistant to associate manager. He went with Royal Indemnity in 1941 and became assistant manager of the bonding department last year. A. C. Hoffman, who has been in charge of the miscellaneous department, now becomes superintendent of the contract division of the bond department.

Schonfeld to Texas Post for Fidelity Mutual

Franklin D. Schonfeld has been transferred by Fidelity Mutual to Texas as special agent for the entire state. He succeeds E. P. Goetzinger, who has relinquished his supervisory duties for Fidelity Mutual to devote his entire time to the interests of Indiana Lumbermen's Mutual.

Mr. Schonfeld has been special agent in Indiana for Fidelity Mutual. His new headquarters will be at Austin.

Carpenter Surety Claim Chief of Travelers

Charles R. Carpenter has been appointed assistant manager of the casualty claim department of Travelers in charge of fidelity and surety. He has been with Travelers since 1935, starting as an investigator at Chicago. In 1941 he was transferred to the home office as an examiner in the life claim department. After military service during which he attained the rank of major, he became an examiner of fidelity and surety claims. He attended University of Chicago and was graduated from John Marshall law school.

William Flett Retires

William Flett, assistant secretary in charge of the Hartford claim department of London & Lancashire Indemnity, has retired on pension.

Mr. Flett has been with London & Lancashire about 48 years. He was presented a silver tea service by his fellow officials at a dinner at the Hartford Club. He celebrated his 65th birthday anniversary the same day.

J. J. Conway Is Promoted

Jerome J. Conway, formerly agency supervisor, has been promoted to assistant branch manager at Detroit for American-Associated. He graduated at University of North Dakota and started in

Wisconsin with Aetna Casualty in 1925. For a time in 1937 he was with Mutual Life of New York and in 1938 went with Zurich as a field assistant. He joined American-Associated at Detroit in 1942.

Gene Langley, supervisor of automobile underwriting at Atlanta for American-Associated, has been transferred to the head office in the automobile underwriting department. He has been with the organization at Atlanta since 1946 following his release from army service.

Price, Thompson, Moore Promoted at Houston

William S. Price, for the past 10 years manager at Houston for Fidelity & Deposit, has been named resident vice-president there. Arthur S. Thompson and W. S. Moore, Jr., assistant managers, have been made associate managers.

Mr. Price became associated with F. & D. in 1929, after graduating in law from Washington & Lee University, going to Atlanta as assistant attorney and adjuster. He later served in the same

capacity at Louisville. In 1937 he was transferred to the production department and after two years as a special agent was appointed manager at Houston.

Messrs. Thompson and Moore have been with F. & D. at Houston since 1942.

Opens Milwaukee Office

Employers Mutual Casualty of Iowa, which entered Wisconsin in 1945 with Wylie Sampson, formerly with Employers Mutuals of Wausau, as general agent, has established a Milwaukee office in charge of Roy H. Schaller.

Hinton with Moore-Case

Clifford R. Hinton, Jr., has become associated with Moore, Case, Lyman & Hubbard of Chicago in its fidelity and surety department to assist in production and servicing of bonding lines. He has been with the Chicago office of National Surety since 1938, except for service with the army air forces in 1941-1945.

Stainsby N. E. Manager

BOSTON—George N. Stainsby, former field supervisor at Albany, N. Y.,

has been named New England manager of Great American Indemnity to succeed George E. Brooks, resigned. George J. Flight, special agent in Boston, has been named to succeed Mr. Stainsby at Albany.

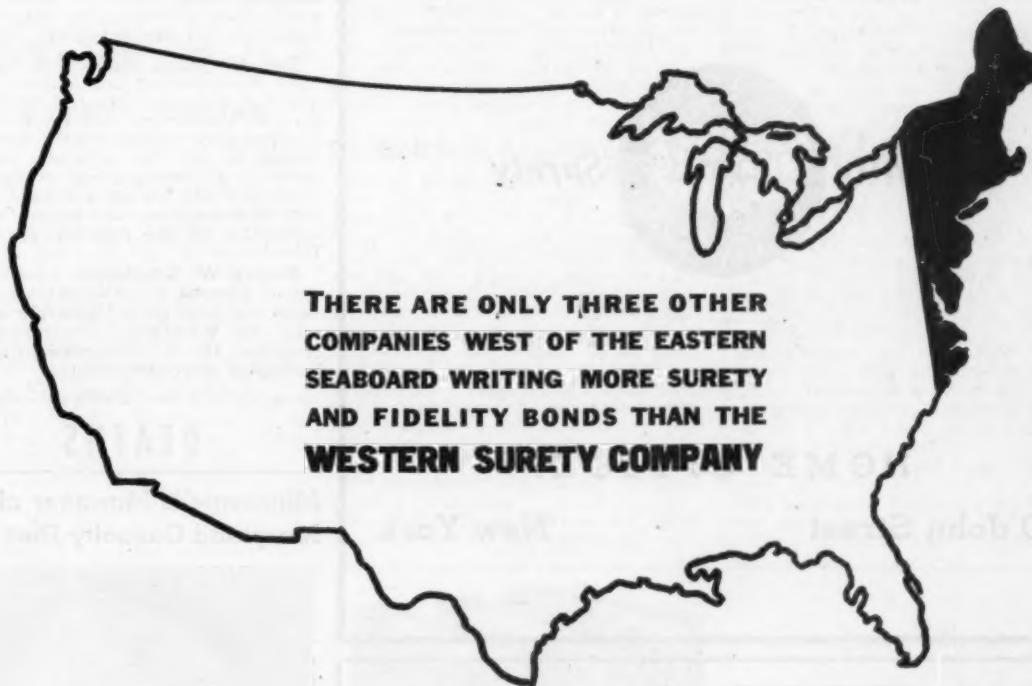
Kenneth C. Carlson, for the past two years with the metropolitan department of General Casualty at Seattle, has joined the casualty underwriting department of the C. B. DeMille General Agency.

Ernest T. C. Hanson, since 1930 claims department representative for Travelers in western Wisconsin with headquarters at Eau Claire, Wis., has resigned to practice law there.

Plan "Comp" Rate Revision

BOSTON—A revision of workmen's compensation rates in Massachusetts is under way by the Massachusetts Workmen's Compensation Rating Bureau. It is expected the new rates will be adopted and go into effect March 1. In general the new setup calls for use of the interstate expense rating plan.

The November dinner meeting of Insurance Women of Madison, Wis., featured an illustrated talk on circus life by Sverre Brasten. Several new members were initiated.



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Nebraska Agents Hold Forth

(CONTINUED FROM PAGE 25)

able, some type of insurance should be provided by the companies even at a prohibitive cost; otherwise, the unsatisfied public can go to the government with the proof that private insurance will not even offer them coverage. Mr. Herndon remarked that he believed this step would be wise, for "federal insurance is the wolf at the door."

President Walt announced at the breakfast meeting the formation of a conference committee within the Nebraska association, similar to that of N.A.I.A., to sit with companies, the rating bureaus and others to work out agents' problems. He named Robert Byrne, Omaha; Jack Elliott, Scottsbluff, and Earl Wilson, Lincoln, to this committee.

A panel discussion on "Extra Profits in Your Agency" was held during the second institute session. Warren R. Barney, Gearney; Charles D. Sayre, Lincoln; Clive E. Heckenlively, assistant secretary National American Fire, Omaha, and W. G. Screeben, Aetna Casualty, formed the speakers panel.

Boiler Cover Possibilities

At the final session, Boyce F. Betzer, Travelers, Omaha, told the agents there are 18,000 boiler losses each year, \$4 million in property damage and over 1,000 deaths. He said 60% of the losses occur to low pressure boilers of less than 15 pounds pressure, and estimated that only 25% of all steam boilers are insured today. He laid stress on the inspection service that boiler policies provide an insured.

A. L. Wells, Phoenix of Hartford, Omaha, and Earl Cline, of the law firm of Cline, Williams & Wright, Lincoln, concluded the program with their dis-

cussions of "Valuation Services and Analyses," and "Subrogation and Legal Liability Insurance."

In a letterhead contest sponsored by the association during recent weeks, Weaver-Minier Co., Lincoln, won the first place gold cup.

Arthur Pinkerton, Omaha, reviewed a tentative agents licensing law for Nebraska and said the main stress in promoting the law in the next legislative session would be laid on cooperation among various groups interested in its passage.

The association adopted a rule asking Director Stone of Nebraska to withhold action on any proposed changes in the term rule until it can be determined whether they are in the public interest. Another resolution expressed the concern of the agents over the "failure" of fire and casualty companies to take "constructive action" on the market shortages for long haul trucks. A third asked Director Stone to support an agents qualification law at the next legislative session.

A smoker at the Cornhusker hotel preceded the meeting. The Lincoln association was host.

The usual stag party, banquet and dance and ladies entertainment was provided, and in addition a number of those at the convention stayed over for Nebraska's football game with Kansas State Saturday afternoon.

died suddenly of a heart attack. He had been manager there since 1940, and for many years previously was a member of the firm of MacGregor, Bradley & Huhnke (now MacGregor - Bradley), general agents of Maryland at Duluth.

Mr. Huhnke had been active in local and state insurance organizations for many years. He was a past president of Minnesota Assn. of Insurance Agents and Duluth Underwriters Assn. For several years he was a member of the executive committee of the state organization. A native of Minnesota, Mr. Huhnke had a long insurance career. He first went to Duluth in 1912, entering the employ of the Lane MacGregor agency. Later he became a member of the firm of MacGregor, Bradley & Huhnke, the third member being Jesse A. Bradley.

Henry C. Kneppemberg, Jr., 64, vice-president and New England division sales manager of American Mutual Liability, died at his home in Newton Center, Mass. He was born in New York and celebrated his 40th year with the company last May. He was also secretary of Allied American Mutual Fire and vice-president of American Policyholders. He was educated at Northeastern University.

Percy T. Titus, 70, retired vice-president of Liberty Mutual, died at his home at Newton, Mass. He joined the company as general claims manager in 1917 and became vice-president in 1927. He retired last year.

Dr. Bernard P. Conway, who retired as chief surgeon in Chicago for the western department of Hartford Accident two years ago after having held that post for 30 years, died in Chicago. Since 1942 he also had been supreme medical examiner for Royal League of Chicago, a fraternal benefit society.

He was graduated from Chicago College of Medicine & Surgery in 1914. Dr. Conway besides his private practice owned and operated the Chicago Hospital. He was a major in the other war in France and was wounded in action at Chateau-Thierry, receiving the purple heart and French croix de guerre.

Gideon Gemmer, 84, supply department manager of Empire Life & Accident, and with that company nearly 20 years, died at Indianapolis.

Harold B. Church, 62, for many years president of Service Mutual Liability of Boston, reinsured in 1941 by Employers Mutual Liability, died at his home at Needham, Mass. He was president of Motor Truck Club of Massachusetts and past vice-president of American Trucking Assn. He formed Service Mutual to take care of truck risks in Massachusetts. He was born at Grand Rapids, Mich., and graduated from Ohio Northern University.

PERSONALS

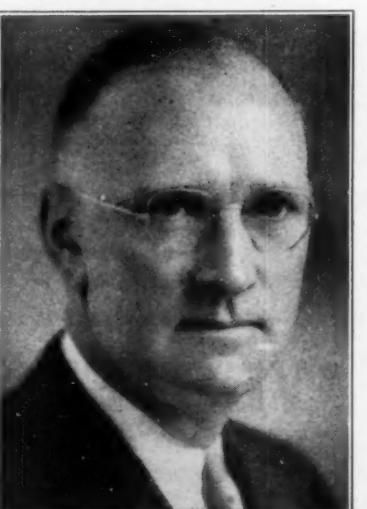
President Vincent Cullen, vice-presidents Sherman Drake and A. L. Carr of National Surety visited Los Angeles and were guests at a luncheon. They went from there to San Francisco.

Roy H. Judge, head of the payroll audit department at Los Angeles of Fidelity & Casualty, has just celebrated his 25th anniversary with the company. He was guest of honor at a party attended by all his associates in the southern California office of America Fore. He was presented a wrist watch and his 25-year service pin, and became a member of the America Fore Old Guard.

Stanley W. Schellenger, superintendent of agencies of Buckeye Union Casualty, has been elected governor of district 5, Advertising Federation of America. He is now president of the Columbus Advertising Club.

DEATHS

Minneapolis Manager of Maryland Casualty Dies



EDWARD C. HUHNKE

Edward C. Huhnke, resident manager at Minneapolis of Maryland Casualty,

WANT ADS

COMPENSATION UNDERWRITER WANTED

for position as assistant department manager. Must have thorough knowledge of "bureau" procedure in eastern states and experience in classification. Unit statistical knowledge not required but of distinct advantage. This opening offers a good position now and an excellent future opportunity.

The
Shelby Mutual Casualty Company
Shelby, Ohio

CASUALTY UNDERWRITER
Nation wide Casualty Company desires the services of a qualified all line casualty underwriter for a Home Office position in Los Angeles, California. Excellent opportunity for advancement. Forty hour week. When replying state age, experience and salary requirements. Address S-31, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

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November 11, 1948

INSURANCE NEWS BY SECTIONS

MIDDLE WESTERN STATES

Kansas Agents to Hear Herndon at Meetings

Maurice G. Herndon of the National Association of Insurance Agents' public relations office in Washington, D. C., will address a series of educational and public relations group meetings of the Kansas Assn. of Insurance Agents Nov. 15-19. Kansas Executive Manager Alpha H. Kenna of Topeka will attend all sessions with officers of the Kansas association and educational committee representatives of the two Kansas Field Clubs. Chairman of the program is Edward McDermott of Home.

Meetings open at noon, Nov. 15, at Kansas City, Kan., with Cliff Tozier, president of the Kansas City association, in charge. That night the second meeting is scheduled for Pittsburg with W. B. Pritchett, president Crawford County Insurors, presiding. On Nov. 16 a noon meeting will be held at Arkansas City with Kenneth Ross, president of Arkansas City board and vice-president of K. A. I. A., in charge.

The fourth meeting will be held Nov. 17 at Salina with President Loran Slaghter presiding. An evening meeting that night will be held at Hutchinson with President Paul Lewellyn in charge. On Nov. 18 Robert E. Israel, Jr., president of Wichita association, will preside at a luncheon meeting in Wichita, and the seventh meeting is scheduled that night at Eldorado with President Hoyt Smith presiding. Final meeting will be at noon, Nov. 19, Nesbitt C. Fink, president of Topeka Insurors, will be in charge.

All are luncheon or dinner meetings excepting the Hutchinson evening meeting. A special question and answer period will follow talks at all sessions with a number of field men on hand to participate.

Topeka has been selected for the annual convention of the Kansas association set for October 19-21, 1949. Action was taken by the executive committee.

Mutuals Group Holds

MILWAUKEE—Annual convention for agents of Wisconsin Federation of Mutual Insurance Companies is being held here Nov. 10-11. The federation is composed of 33 mutuals doing business in Wisconsin. About 300 agents are in attendance. Herbert Roehr, Cream City Mutual Fire, Milwaukee, president, opened the session Wednesday. Theodore E. Stickle, Milwaukee, Furniture Dealers Mutual Fire, is secretary of the federation. Among those scheduled to speak were Gene S. Wilson, president Minnesota Assn. Mutual Insurance Agents; F. C. Barth, Milwaukee fire department prevention bureau; Kenneth Haagensen, Allis-Chalmers Co. public relations director, and Commissioner Sonderegger of Wisconsin. Annual business meeting of the Wisconsin federation for officials of the mutual companies is held in December.

Kan. Mutuals to Meet

The annual meeting of Kansas Assn. of Mutual Insurance Companies will be held Nov. 18-19 at McPherson. Commissioner Sullivan of Kansas and Russell Brown of the fire division will speak. A new color-sound fire prevention film developed by National Assn. of Mutual Insurance Companies will be presented by Secretary Harry P. Cooper, Jr. The 60th anniversary of three member companies will be celebrated—Farmers Alliance of McPherson, Southern Kansas of Wellington and Bremen Farmers Mutual, Bremen. An attendance of more than 200 is expected. Secretary Carl J.

Richert, Midland Mutual, Newton, is in charge of the program.

Lutze Sheboygan Head

Sheboygan (Wis.) Board of Fire & Casualty Underwriters at its annual meeting elected August Lutze president, Oscar C. Meyer, vice-president, and Adolf G. Baumann, secretary.

Mr. Lutze, a former president of Wisconsin Assn. of Insurance Agents, entered the insurance business at Sheboygan in 1907, on the death of his father, who had operated an agency there since 1887.



AUGUST LUTZE

Hear Report on N.A.I.A.

Lincoln (Neb.) Assn. of Insurance Agents heard a report from Fred Eiche on the N.A.I.A. meeting at which the Nebraska association received the Sparlin cup.

John Settelmayer, director of Lincoln city libraries, demonstrated the library's ceiling book projector for bed-ridden hospital patients. Gifford D. Mullins, executive secretary of the Lincoln-Lancaster Safety Council, spoke on its plans.

Train Volunteer Firemen

MANITOWOC, WIS.—In an effort to provide improved fire fighting facilities of rural fire departments in this area, a movement has been launched for special training of volunteer firemen. Increased cooperation between units and more intensive training of personnel will be sought. Insurance company representatives also attended the meetings. The training is provided for under special legislation with both state and federal government participation.

Noyes Succeeds Leedom

MILWAUKEE—Following the recent retirement of Hampton B. Leedom from Leedom, O'Connor & Noyes Co., agency, Milwaukee, and disposal of his interests to other members of company, Haskell Noyes has been elected president; Arthur J. O'Connor, vice-president; John L. Ashton, treasurer, and Carter A. Baker, secretary. Mr. Leedom retired after 42 years with the agency.

Consider By-Law Revision

MINNEAPOLIS—Insurance Agents Assn. of Minneapolis is considering amending its by-laws to bring casualty companies under its provisions. Richard A. Thompson, a past president of the association, has been named chairman of a committee to revise the by-laws to meet changes in the industry and laws since they were set up years ago. A preliminary report may be made by the committee at the quarterly meeting in December.

Two Coffeyville Speakers

Coffeyville (Kan.) Insurors had a number of agents from Cherryvale and Independence as guests. Speakers were Commissioner Sullivan of Kansas and Alpha H. Kenna, executive manager of Kansas Assn. of Insurance Agents.

W. H. Markham & Co. of St. Louis have added 1,200 square feet of floor space to their offices in the Railway Exchange building. A new entrance and reception room have been added also.

IN THE SOUTHERN STATES

Certified Insurors Law Recommended in Oklahoma

OKLAHOMA CITY—Among the recommendations submitted by the insurance committee to the legislative counsel for presentation to the 1949 Oklahoma legislature is a certified insurers law. It would not affect in any way the present system of licensing of policy writing or soliciting agents, but merely make it possible for the agent who is willing to apply himself and equip himself to pass an examination to become a certified insurer and advertise the fact.

The committee recommended a constitutional amendment providing for staggered terms for members of the industrial commission to insure a greater degree of experience and continuity in the operation of this body. It recommended higher salaries for members of the commission, and that it be composed of five members, two from recognized responsible labor organizations, two from recognized industrial organizations and the fifth member, to be chairman, to be an attorney who does not represent either labor or industrial corporations or organizations.

Another recommendation was for a definite statute of limitations applying to reopening workmen's compensation claims by the industrial commission.

The committee also favors a specific law to govern group life insurance, accident and health, hospitalization insurance and the like. Currently there is no such law, for which Commissioner Dickey sees a definite need.

Pleased with Attendance

Col. J. Earle Dunford, manager Virginia Assn. of Insurance Agents, is more than pleased at the attendance registered at the first regional meetings held under sponsorship of the association this fall. Roanoke topped the attendance record with 44 present. Lynchburg was second with 42. Other meetings were held at Alexandria, Charlottesville, Pulaski and Bristol. At all meetings except at Pulaski a movie, "Your Best Policy," depicting the history of the National association, was shown. Jack Baldwin, assistant secretary National association, spoke at each of the meetings outlining work of the association and commenting on the insurance situation nationwide.

Theo W. Kelley, Richmond, past president of the association and now

chairman of the educational committee, is making arrangements for the next meeting to be held in southern Virginia early in 1949. It is planned to hold meetings in Tidewater and other sections of the state later on so as to cover the entire state before the close of the fiscal year June 30 next.

Sold on Educational Work

Lubbock Insurance Exchange, Lubbock, Tex., is sponsoring N.A.I.A. study course and 25 agents recently completed the fire and automobile work. After completing this course, Thord Dockray, who has been a local agent since 1933, decided he would take all courses available and has just returned from Hartford where he completed the course offered by Hartford Accident. He has been in the fire and casualty insurance business 23 years but is just now becoming "sold" on educational programs, Mr. Dockray said.

COAST

Lewiston Agency Sold

G. Lester Von Bargen and Edward E. Keller have purchased the controlling interest in the Idaho Insurance Agency at Lewiston from the widow of Arnold P. Henzell.

Mr. Keller, for the past three years with Hardware Mutuals at Walla Walla, Wash., is a native of Lewiston. Mr. Von Bargen continues as assistant district supervisor of Mutual Life.

Two Veterans Reassigned

SEATTLE—Reassignment of two veteran Pacific Coast staff adjusters has been announced by Northwestern Mutual Fire. Ed Furman, fire adjuster for Southern California department at Los Angeles, is being transferred to home office at Seattle, and R. W. McDonald of Seattle claim department is replacing him at Los Angeles.

Mr. Furman has been with Northwestern since 1922, and before moving to Los Angeles in 1944, served as an underwriter, inspector, special agent and adjuster in the home office and surrounding area. He will serve as a general adjuster on special assignments in Pacific northwest.

Mr. McDonald joined the company's claim department in 1938 and served as a claim examiner and office manager



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THE FIRE, CASUALTY & SURETY BULLETINS

(A National Underwriter Publication)

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in the home office claim department before becoming an adjuster with the Seattle department. He is a navy veteran and University of Washington graduate.

Haney to Johnson & Higgins

Johnson & Higgins has appointed G. A. Haney as manager of the fire insurance department at Seattle. He has resigned as state agent of Fireman's Fund in western Washington and British Columbia. Mr. Haney also has been elected a director, as has W. F. McGaffey, head of the engineering and safety department at Seattle.

New Company Sells Stock

LOS ANGELES — Coast Insurance Co. has applied to the California department for a permit to sell 50,000 shares of stock with \$5 par value at \$10 per share, to net the company \$500,000. F. A. Moore & Co. filed the application.

EAST

Watch Moves Against New N. J. Anti-Coercion Law

NEWARK—New Jersey Assn. of Insurance has announced that any action, contemplated or already started, in connection with the "anti-coercion law" should be reported to the central office here, either direct or by way of the county association. The association says "it is absolutely imperative that we be apprised of all actions in this connection. Do not do anything on your own. We want the opportunity of examining each individual case first and to have the opinion of our own counsel before permitting any test to become a matter of record."

Law Backed by Association

The law makes it a misdemeanor to designate particular insurance agents or brokers in connection with certain financing and money lending transactions as a requirement or condition of any such loans or financing.

It was sponsored and supported whole-heartedly by the association and will in the opinion of association officers be the answer to many of the problems of this nature with which the agents were confronted.

Library Group Elects

BOSTON—Insurance Library Assn. of Boston officers elected for the year are: President, Ralph G. Hinkley, N. E. manager of American; vice-president, Walter C. Small, Field & Cowles; treasurer, Kenneth H. Erskine, Anglo-American Underwriters; secretary, Abbie G. Glover. Trustees reelected were Kenneth H. Erskine, Herbert G. Fairfield, Gay Gleason, Eliot R. Howard, A. Brooks Parker, Jr., and Robert A. Sullivan.

The secretary reported association membership as 386. Students enrolled in the educational courses total 321. A total of 796 copies of D. A. Handy's history, "The First Sixty Years," were presented to those interested.

Bixler Purchases Agency

Having purchased the interests of his late father-in-law, Edward A. Stone, in has agency at Arlington, N. J., Ed. H. Bixler will continue the agency under the name of Edward A. Strong, Inc. Mr. Bixler will be president and his son, Thomas S. Bixler, vice-president.

Advisory Board Will Meet

BOSTON — New England Advisory Board of the New England Associations of Insurance Agents will hold its annual meeting and election of officers in Boston Nov. 17. Annual reports will be given. Plans for the next summer meeting to be held at Mt. Washington hotel in New Hampshire, will be discussed.

CANADIAN

Three U. S. Leaders to Address Canadian Congress

The first sales congress ever to be held by fire and casualty insurance agents in Canada is scheduled for Hamilton, Ont., Dec. 3. Speakers will include Roy A. Duffus, president New York State Assn. of Insurance Agents; A. Leslie Ham, Quebec manager of Canadian Underwriters Assn.; John H. Eglof, supervisor of agency field service of Travelers, and E. H. Luecke, superintendent of production of Fidelity & Casualty.

New P. E. I. Superintendent

J. W. MacKinnon has been appointed superintendent of insurance of Prince Edward Island. He is a lawyer and is also acting deputy provincial secretary.

Quebec Independents Elect

J. Emile Lussier has been elected chairman of the Quebec Fieldmen and Underwriters Club of Independent Fire Insurance Conference. Vice-chairman is George Musey, Corroon & Reynolds; second vice-chairman, E. Ahl, Baloise; secretary, Maurice Fecteau, Corroon & Reynolds; treasurer, Leo Delorme, Economical.

Winnipeg Branch Closed

Springfield Fire & Marine has closed its branch office at Winnipeg. Manager there was J. A. Grant.

Ruby General of Delhi has been licensed in Canada with T. Hare of Vancouver as chief agent. It is understood that for the present it will confine its activities to western Canada.

MOTOR

Collision Valuation Endorsement Outlawed

SEATTLE — Commissioner Sullivan of Washington has ruled that the use of the collision valuation endorsement on automobile policies is invalid. The ruling finds that this feature which is officially known as automobile limitation of liability endorsement proceeds on an inequitable premise. The endorsement, according to the ruling, contains exceptions and conditions which unreasonably affect the risk purported to be assumed in the general coverage and violates compliance with the controlling filing which is the general coverage at an established rate, in that such endorsement reduces the coverage and thereby unreasonably raises the rate.

Some of the companies on the coast have been writing all of the automobile physical damage coverage on an actual cash value basis but with a limitation that the total recovery can't exceed what the insured paid for the car.

New Finance Insurer

Lloyds of New Mexico, which was formed recently at Las Vegas with a guarantee fund of \$56,200, is intended mainly for the handling of automobile finance business. Manual rates are charged for cars up to three years old and higher than manual on older cars. J. G. Charlton is attorney-in-fact. The funds were paid in by six underwriters.

Converse Vice-president

MINNEAPOLIS—Edwin Converse, rating engineer of Wirt Wilson & Co. for 10 years, has been elected a vice-president of the firm. He began his insurance career with Fire Underwriters Inspection Bureau and later was with local agencies in Duluth and St. Paul before joining Wirt Wilson & Co.

Explain Wind Deductible to Conn. Agents

(CONTINUED FROM PAGE 1)

Insurance Agents, spoke in behalf of better understanding between agents and companies in the public interest. Every state needs a strong agency licensing law, he said, and predicted that the day is not too far distant when the incompetent agent will be out of business.

In his talk on public relations, John N. Cosgrove, director of public relations of American, said that the six important phases of a good company program are employee relations, agency relations, advertising, stockholder relations, community relations, and news and publicity.

Creative Selling

While discussing current opportunities for creative selling, Amos Redding, assistant secretary of Aetna Casualty, urged the producers to spend less time on handling automobile, compensation, and the almost compulsory forms of fire insurance, as well as the administrative details of agency management. He advised them to devote more time to selling forms of coverage not so commonly accepted by the public and to do it on a survey basis so that insured will be fully protected.

Concluding the first day was a cocktail party sponsored by the fire and casualty companies domiciled in Connecticut and the banquet which featured an excellent entertainment program. Frank Wagner, head of the licensing division of the Connecticut department, spoke briefly as substitute for Commissioner Allyn who was hospitalized temporarily.

The benefits of the free enterprise system were described by Leonard E. Read, president of Foundation for Economic Education, who related the difficulties management and business has in getting its ideas more fully accepted by the mass of the general public.

Cost Analysis Program

William W. Hatfield, Bridgeport, leading a discussion on agency cost analysis, related the difficulties experienced in Virginia at the recent hearing on automobile rates when the agents were called upon to justify the 25% acquisition cost figure in the rate. He said that only 20% of the Virginia agents had sent in their N.A.I.A. cost questionnaires and that this made it very difficult to substantiate the acquisition figure. It would be even more difficult in Connecticut, he stated, where only 5% have returned their questionnaires to the national association. Reporting briefly on preliminary figures developed by the national association analysis he said that a \$200,000 annual premium income agency had approximate commissions of \$40,000 and that 30% of that commission income went to management. With agencies of that size needing two men this results in their splitting a \$12,000 income which is too low for the amount of work done.

He reported that the average policy premium revealed by the study was \$44, resulting in an average commission of \$9.37, and that management costs amounted to \$2.72. He urged the agents to compare their advertising, rent, heat, light, etc., costs with the results of the national survey to get an idea of how efficiently they are operating their business. He completed his talk with a plea for more agents to answer their questionnaires.

Training Program for Licensing

Lester F. Shea, legislative committee chairman, urged all agents to get to know their representatives in the state legislature on a friendly basis, so that they could request their assistance when needed. The association is studying a recommendation to Commissioner Allyn for the adoption of a stricter agents' licensing procedure requiring 100 hours of training. The department is willing to consider the suggestion. Dean Lawrence Ackerman of the school of business administration at University of

Connecticut has told the association that he will immediately arrange to set up training programs all over the state to handle the training if the program is adopted.

H. Sage Adams, New Haven, chairman of the education committee, urged the agents to register early for the agency management school at the Connecticut University next summer, as with the success of this year's course there is a probability that the registration list will be over-subscribed.

Pay Tribute to Wiley

Philip H. Bliss, Middletown, reported that nine new local boards had been formed during the year, giving the association a total of 23. Every committee report and officer paid tribute to William H. Wiley, Hartford, executive secretary of the association, for the work he had put in during the past year. The North cup for the best local board went to Middlesex and was awarded by J. Lawrence Moffit, president of Connecticut Field Club and state agent for Crum & Forster. The Cowles cup to the local board with the best attendance at the annual meeting went to Milford.

Attendance at the meeting was more than 375, making the golden convention the most successful in history.

Counsels Creative Selling

Mr. Redding, in his talk, defined the term "creative selling," as that constructive sales effort required to present successfully a new form of insurance to a prospect. The term implies an enthusiastic sales demonstration including an informal approach, an intelligent presentation and a persuasive close."

"It is the insurance agent's sales ability, his talent to produce—that is the differentiating factor of major importance in all of his operations," Mr. Redding said.

"Our business is no different from other businesses," Mr. Redding continued, "and certain underlying economic principles apply with equal force to all phases of insurance."

He pointed out that "sales ability is the distinguishing feature which sets the insurance agent's occupation apart and raises it rightfully to the position of importance which it enjoys."

In conclusion, Mr. Redding described some of the skills and specialized knowledge required by the "creative sales man."

Gunther to Mayflower H. O.

Frank J. Gunther has joined Mayflower as general underwriter at the home office. He has been with Home for 19 years, for the past nine years as underwriter and field man.

Kenna Has Heavy Schedule

Alpha H. Kenna, executive manager of Kansas Assn. of Insurance Agents, continues a busy speaking program, being scheduled for the Kiwanis Club at Atchison Nov. 9; Rotary Club, Abilene, November 12; annual meeting of the Indiana association Nov. 22 at Indianapolis and the Arkansas mid-year at Little Rock Dec. 6.

Insuring the Antenna

Increasing attention is being given to the matter of how to insure television antenna. The use of these sets is very much on the increase and the antenna are expensive installations and also constitute quite an exposure, especially from the wind standpoint. In middle department territory where television antenna are specifically insured, the rate is \$2.70. If they are insured along with the building then the entire building takes the \$2.70 rate.

J. Frank Brooks, a former vice-president of Albert M. Greenfield & Co., has opened his own agency at Newark.

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"Sure, it's only common sense to sell Accident Insurance..."



*... but why
Travelers?"*

YOUR CLIENT WILL HAVE prompt, reliable service wherever he has his accident. Travelers claim service is continent-wide.

YOU'LL HAVE the backing of America's largest and oldest multiple-line insurance company writing personal Accident Insurance.

YOU'LL BE WELL PAID, both the first year and with renewals. It's a door opener for other lines of insurance.

WHY NOT TALK IT OVER with your nearest Travelers Office? Find out about the medical reimbursement feature and increased limits of payment in a Travelers Accident Policy. Let them show you the Travelers Accident Sales Pad, a potent sales-producer.



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HARTFORD, CONNECTICUT

America's Lost Cities..

25 of them in
twelve months!

You'd be shocked if you read in your newspaper that 25 American cities had been ruined by fire . . . cities with as many as 25,000 people!

And yet, that's the annual property toll that fire is taking at the present rate of loss in the United States! Fire destroyed or damaged property to the extent of more than \$700,000,000 in the year ended June 30, 1948! This awesome destruction is more than double the loss of 1943.

What's worse, the loss of human lives from this scourge is more than 10,000 annually, not to mention many more thousands of injured.



WHAT CAN BE DONE TO STOP THIS LOSS?

Fire *can* be controlled. While it is impossible to completely eliminate this hazard, there is no doubt that the primary cause is *everyday carelessness*. And that can be decreased by the exercise of care and preventive action.

The economic health of the nation is being seriously undermined by losses in human, physical and natural resources. The businessman and the civic leader should take the lead in reducing the terrific toll. In so doing, he not only will be serving his own in-

terests but those of the country as well.

In the long run, fire insurance rates are based on volume of losses so that care in preventing fire is good economy as well as good sense and good citizenship.

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